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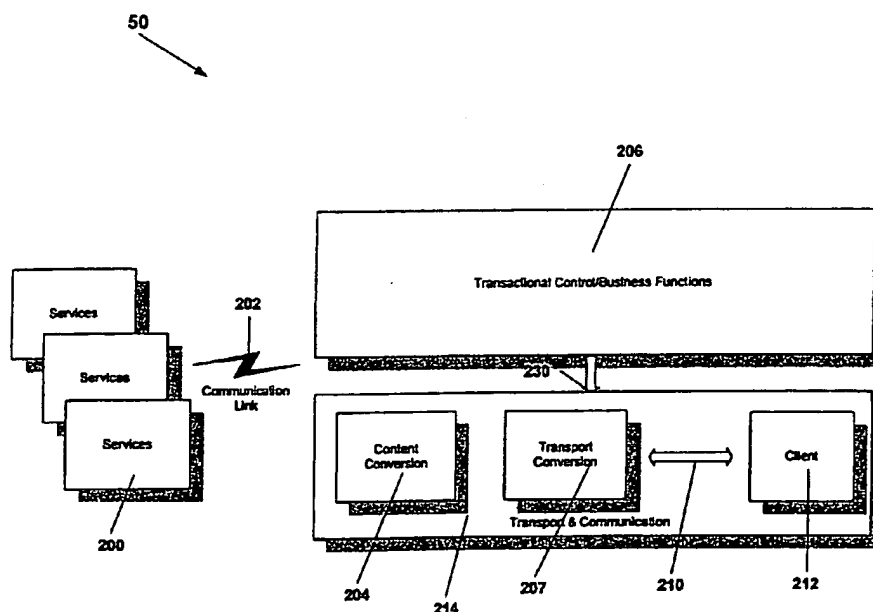
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[Continued on next page]

(54) Title: **A METHOD AND APPARATUS FOR REFORMATTING OF CONTENT FOR DISPLAY ON INTERACTIVE TELEVISION**



(57) Abstract: A method and apparatus for presenting a variety of content from a multitude of sources broadcast from a head end server to a client device. The broadcast content comprises HTML input from broadcast, cache, the internet or other sources is processed by a lay out engine for image positioning to avoid overlapping and shaped for appearance on a client device. The image is transferred to a client device in a client compatible code for presentation to a user on a client device.



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## **A Method and Apparatus for Reformatting of Content For Display on Interactive Television**

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### **Background of the Invention**

#### **Field of the Invention**

15 The present invention relates to the field of interactive television and specifically to the reformatting of content provided by a broadcast, Internet or cache for viewing on the interactive television display space.

20

### **Summary of the Related Art**

Interactive television systems can be used to provide a wide variety of services to viewers. Interactive television systems are capable of delivering typical video program streams, interactive television applications, text and graphic images, web pages and other types of information. Interactive television systems are also capable of registering viewer actions or responses and can be used for such purposes as marketing, entertainment and education. Users or viewers may interact with the systems by ordering advertised

products or services, competing against contestants in a game show, requesting specialized information regarding particular programs, or navigating through pages of information.

Typically, a broadcast service provider or network operator generates  
5 an interactive television signal for transmission to a viewer's television. The interactive television signal may include an interactive portion consisting of application code or control information, as well as an audio/video portion consisting of a television program or other informational displays. The broadcast service provider combines the audio/video and interactive portions  
10 into a single signal for transmission to a receiver connected to the user's television. The signal is generally compressed prior to transmission and transmitted through typical broadcast channels, such as cable television (CATV) lines or direct satellite transmission systems.

15 Typically, a set-top box connected to the television controls the interactive functionality of the television. The set-top box receives a broadcast signal transmitted by the broadcast service provider, separates the interactive portion from the audio-video portion and decompresses the respective portions of the signal. The set-top box uses the interactive information, for example, to  
20 execute an application while the audio/video information is transmitted to the television. The set-top box may combine the audio/video information with interactive graphics or audio generated by the interactive application prior to transmitting the information to the television. The interactive graphics and audio may present additional information to the viewer or may prompt the  
25 viewer for input. The set-top box may provide viewer input or other

information to the broadcast service provider via a modem connection or cable.

In accordance with their aggregate nature, interactive television systems provide content in various different communication protocols that preferably can be understood by the client or viewer who receives the information from the broadcast service provider/network operator. Typically the client is a set top box with a processor possessing limited processing power and communication bandwidth. Translation of the various protocols is beyond the limited processing capability available in the typical set top box processor. Moreover, there are multiple sources using a multitude of web authoring tools to create content. Thus there is a need for a robust server architecture, which receives and reconfigures the content from multiple sources so that it can be displayed by the client or set top box processor without an inordinate amount of processing or communication bandwidth.

15

### **Summary of the Invention**

The present invention addresses the needs of the interactive television environment discussed above. The present invention provides a method and apparatus comprising software and hardware for accepting a plurality of source content formats and reconfiguring the content for display on a client device. The content is preprocessed at the server so that reformatting and conversion at the client is not necessary. The preprocessed content also requires less bandwidth in a broadcast environment. HTML code is transcoded into a concise compact code for display at the client device. MPEG imagery is reformatted for display on the client device. The viewer or

25

client can be a viewer at a (STB), a cellular telephone user, a digital assistant, a pocket PC or any other electronic reception device.

### **Brief Description of the Drawings**

Other objects and advantages of the invention will become apparent  
5 upon reading the following detailed description and upon reference to the accompanying drawings in which:

- Figure 1** is an illustration of a head-end providing content to a client device;  
**Figure 2** is an illustration of a head-end providing content to a client device;  
**Figure 3** is an illustration of a head-end providing content to a client device;  
10 **Figure 4** is an illustration of a head-end providing content to a client device;  
**Figure 5** is a H2O HTML Transcoder architecture diagram;  
**Figure 6** is H2O Browser processing and data flow diagram;  
**Figure 7** illustrates an architecture for content translation, H2O; and  
**Figures 8-12** illustrates content provision and display scenarios between the  
15 client/STB, H2O and application service providers; and  
**Figure 13** illustrate conversion of a standard HTML image to a modulo 16 MPEG image for display on a client device.

While the invention is susceptible to various modifications and  
20 alternative forms, specific embodiments thereof are shown by way of example in the drawings and will herein be described in detail. It should be understood, however, that the drawings and detailed description thereto are not intended to limit the invention to the particular form disclosed, but on the contrary, the invention is to cover all modifications, equivalents and alternatives falling

within the spirit and scope of the present invention as defined by the appended claims.

### **Detailed Description of A Preferred Embodiment**

5           The following description describes several examples of preferred  
embodiments of the present invention. The present invention transcodes  
standard HTML into a concise, compact code for display of content on a client  
device. Thus, the transcoder off loads the task of interpreting HTML from the  
client to the head-end. The transcoder image can be significantly smaller than  
10 the original image. Thus, less processing power and communication  
bandwidth is required at the client. The present invention extracts the size,  
color and form image information and sends these parameters to a layout  
engine. The present invention converts standard HTML/JPEG data into  
modified transcodes comprising MPEG images and location, size and color  
15 parameters. The transcoder initially parses the HTML input, but does not  
know how the page is laid out. The present invention separates the location,  
size, color and form parameters from standard HTML input and uses these  
parameters to lay out the modified page to be displayed at the client device.

Standard HTML is designed for page oriented, page specific  
20 presentation, wherein the HTML specifies precisely where each HTML  
element should be located on the page. The standard HTML input uses JPEG,  
PNG or other bit map oriented image formats to represent Web pages and  
content. The present invention uses MPEG and lay out parameters to  
represent images on a page for display at a client device.

MPEG requires a module 16 position location, thus the present invention provides a buffer surrounding the MPEG representation of the image to insure that the MPEG image x and y locations are module 16 aligned. This modulo 16 buffer space, however, makes the image larger than original size.

5 Thus, the buffer size is taken into account by the lay out engine so that the larger image size does not overlap text or other imagery adjacent the image. The MPEG representation enables the present invention to move MPEG images around on a MPEG background for display on the client device. Thus, the layout engine may not strictly follow the HTML layout to avoid overlap in

10 the client display space.

Standard bit map oriented representations merge all imagery and text representing a page, so that individual images within a page cannot be moved around in the page. The standard HTML/JPEG representation is also an order of magnitude larger than the MPEG representation. Thus, the transcodes

15 generated by the present invention require less transmission bandwidth in the client display space. For example, a bit mapped image page for a 600 x 600 pixel screen may occupy 500Kbytes of data. The same page can be represented as MPEG files in 30Kbytes and have true color.

The present invention does not utilize standard Cascading Style Sheets

20 (CSS) as normally utilized with HTML. The present invention converts the CSS into an HTML element node tree in a lay out engine. This is advantageous at the client, for example, to determine style locally at each node rather than referring to a CSS to determine the style or color of a node representing a modified HTML element. The processor in the client has

25 typically limited processing power and thus using the element mode tree, does



not have to go to the CSS to determine a style for a node for an HTML element. The client does not have to determine what class a node belongs to determine a node's style. The present invention computes the root and puts the style, color, etc. with each HTML element node in the node tree. Thus, once at the client, the element node tree enables a client to manipulate down to each node and change the characteristics, for example, color, for a node, if desired. This is not easily done otherwise, for example, with Microsoft Internet Explorer, determining CSS class structure and attribute is compute intensive and inappropriate for the low processing bandwidth of the typical inexpensive client processor.

The present invention also calculates the ratio variations required between standard HTML presentation and, for example, NTSC presentation on television or other client device. The ratio conversion is necessary so that HTML shapes are not distorted when displayed on a client device. Without ratio conversion, a HTML circle may appear as an oval on a client device.

The present invention provides MIME handlers to read the JPEG and header for size, location and form. Another MIME handler performs the ratio conversion and converts JPEG to MPEG. The computed buffer zone for the MPEG imagery is calculated by a MIME handler and passed to the lay out engine.

Thus, the present invention enables standard form content from a variety of content providers (Amazon.com, etc.) generated by a variety of Web authoring tools, to be displayed on a client device. The client display appears like a standard browser display, for example, Microsoft Internet Explorer (IE). The present invention enables display of this disparate content without

requiring the content provider to utilize special tools for formats to provide content to the client device, thereby simplifying provision of content to the client device.

Turning now to **Figure 1**, the Service Platform 50 comprises a group of applications roughly divided into three categories, Content Conversion 204, Transaction Control/Business Functions 206 and Transport Conversion 207. The Service Platform enables services 200 to interact with a client 212. The services 200 communicate through a communication link 202 to the Service Platform 50. The Service Platform 50 in turn communicates with a client 212. The client 212 may be a STB, a digital assistant, a cellular phone, or any other communication device capable of communicating with the Service Platform through communication link 210. The Content Conversion 204 and Transport Conversion 207 services provide the transport and communication function, and the Business Function services provide the Business Control functions.

As shown in **Figure 2**, transaction Control/Business Functions 206 is distributed between the Service Platform and the client 212. For example, a client can perform some business functions (e.g. implement advertising campaign rules and advertising/business filters to select advertisements viewed) and select contents, which are more suitable to the client 212 (e.g., select an advertisement or program which fits the user profile). The functions of **Figure 2** are expanded in **Figure 3**. As shown in **Figure 3**, the Business Functions 206 comprise four major functional components: Service Manager 238, Viewer Manager 240, Transaction Manager 242, and Advertisement (Ad) Manager 244. One example of a high-level operation flow for a preferred embodiment follows.

Referring now to **Figure 3**, a **Service 200** negotiates with a network operator to offer a service to subscribers via the Head-End operator's Service Platform. The network or Head End operator uses the Service Manger **238** to register the services and the negotiated business rules **222** (e.g. schedule,  
5 bandwidth requirements, service access to viewer information) associated with the service. The Service Manager **238** stores Service data **216** (e.g. URL address, content). Based on the business rules **222** and Service Data **216**, Service Manager **238** communicates with the Broadcast Communication **234** function to retrieve the content from the content provider.

10 When the content is retrieved from the Service **200**, it may be processed by the Content Conversion **204** and Content Filters **224** to convert the content into a form suitable for the client device **212**. The Broadcast **234** function converts the content into a form suitable for the broadcast **234** network. The client **212** receives the converted content over broadcast link  
15 **241**. Client **212** and Service **200** interact via Point-to-Point link **210** and Point-to-Point function **232**, which are part of Transport Conversion **207**. The service **200** may comprise shopping, audio/video, gaming, voting, advertisement, messaging, or any other service.

Client **212** communicates through Point-to-Point **232** communication  
20 link to the Service Platform **50** and Service **200**. Load Balancer **236** interacts with the Business Functions **206** to determine the optimal load distribution between the Broadcast **234** Communication link **241** and the Point-to-Point **232** Communication link **210**. The Platform Business Agents **226** use business rules **222** to control the interaction and exchange of information between the  
25 Service **200** and the client **212**. For example, the network operator may

choose to prevent Service 200 access to user information. Service 200 preferably pay a fee based on the Business Rules 222 and Service data 216 to access the user information.

Viewer Manager 240 stores client/user information in User Data 220.

- 5 Platform Business Agents 226 control the flow of viewer information to the Service 200. Transaction Manager 242 records transactional information exchanged between the service 200 and Client 212. Based on the Business Rules 222 and the User Data 220, Advertising Manager 244 determines which advertisements and which type of advertisements will be presented to the
- 10 client via Broadcast 234 link 241 and Point-to-Point 232 link 210.

- Figure 4 illustrates another example of a preferred implementation of Service Platform 50. Services 200 provide shopping, chat, and other services either over the Internet or over another network or communication channel accessible to the network operator. Using the Service Platform, the network
- 15 operator accesses those services. Business Functions 206, comprising Service Manager 238, interact with Carousel Manager 254 to retrieve content from a Service 200. The carousel comprises a repeating stream of audio/video/interactive data broadcast to clients from the Service Platform 50. Carousel manager 254, transaction manager 242 and Service Manager 238
- 20 control the content insertion and deletion from the broadcast carousel. Service content is retrieved, converted into a client suitable format by H2O 248. H2O 248 is a possible implementation of Content Conversion 204 and Content Filter 224. H2O converts HTML Content into Service Platform/Client readable content. The converted content is formatted into a data carousel and
- 25 multiplexed by the Open Streamer 256 for broadcast to the client 212. Client

212 interacts with the services and if necessary communicates with the Service Platform and the Services 200. Point-to-Point communication goes through Service Gateway 246. Service gateway 246 performs transport conversion to convert the STB protocol into a form Platform Business Agents 226 and H2O 5 248 expect and understand. Load Balancer 236 interacts with Business Functions 206, Carousel Manager 254, and Service Gateway 246 to determine the optimal load between the Broadcast link 241 and the Point-to-Point Communication link 210. Business Functions 206, interact with the Platform Business Agents 226 to control access and information exchange between the 10 Services 200 and client 212.

## H2O

In a preferred embodiment of the present invention, H2O is a client/server solution, which enables Internet content developers to build 15 interactive TV applications and services for network operators running the Service Platform. The Service Platform enables viewer access to the larger pool of Internet talent and content made available to the vast growing worldwide market of interactive TV applications. The H2O server converts Internet content (HTML pages, ECMA Scripts, and HTML page formatting) 20 into Service Platform assets. The H2O client renders the assets and interacts with the client. In a T-Commerce/E-Commerce case scenario, H2O enables E-Commerce shops to utilize existing Web tools to create shopping services and to interface with the preferred Service Platform (operator), using standard Web protocol.

H2O acts as a proxy to the Service Gateway and the broadcasting tools to convert Web content. Web sites use their current HTTP servers and application servers to generate interactive TV content. In a preferred embodiment, H2O converts HTML, scripts, e.g., JavaScript, and Internet graphics to client compatible code. Any other known or developed protocol can also be added to the functionality of H2O. H2O enables the Service Platform to communicate with client's STBs that are not full browser capable and to create original user interfaces. H2O enables Service Platform connection to any commerce engine that uses only HTML. H2O is responsible for converting Web content such as HTML pages, JPG pictures, wave audio files, etc. into client device compatible resources that can be easily utilized with minimal processing capability and bandwidth at the client device.

The server side of H2O is an HTTP proxy, H2OS. For other purposes, it can be packaged as a DLL or batch tool. The client side of H2O, an STB OCOD application, is H2OC. H2OC is built on top of other Service Platform client components, such as the Service Gateway library or the Carousel Load library. H2O enables URLs to be used to address documents and services. H2O enables tracking in the broadcast and online environments. H2OS provides HTTP proxy functionality. Service Platform applications request a document through H2O. H2O retrieves the document, parses it, compiles it, and returns the document to the requester. This H2O functionality enables use of the same engine for different uses, online and broadcast, facilitates scalability, and enables flexible use of H2O. The parsing depends on the type of document, e.g., parsing can be HTML parsing, a GIF picture, or JPEG

images, etc. To make H2O expandable, H2O provides a function to "plug-in" and run new third party converters and filters.

H2O enables scripting using different languages. Preferably, all Service Platform server components standardize around monitoring, especially the ability to remotely manage the different processes. SNMP is used to handle basic functions ("process OK", and traps on major problems). A command-line interpreter on socket for inspecting status is also provided. Setting parameters enables remote management and interface with the Web through Web scripts. In a preferred embodiment, standardized warnings and error logs are provided.

H2O sends Email to the Service Platform Messaging Manager for error notification. Unsupported functions, tags, etc. cause the page to be rejected and an error message sent. H2O enables controlled positioning of graphical elements (x, y, z). The output of Service Platform preferably comprises resources that do not duplicate assets in the broadcast. H2O supports assets comprising, Imagery (JPEG, BMP, MPEG, GIF), Audio (set-top native) and Fonts; Animation (GIF), Binary (to be used by third party gadgets), CLUT (Fixed for an entire email) and dynamic control anywhere.

H2O supports special tags comprising: A/V control, channel control; on screen display (OSD) control; and Triggers. H2O Supported W3C tags comprise: controlled positioning of graphical elements (x, y, z). JavaScript libraries are provided comprising Math, DOM partial, and Date. The client side of H2O, H2OC composes graphics assets in the client or STB. H2O enables updated display of a user viewed page upon reception. H2OC utilizes libraries (communication, carousel, et al.) are provided by other Service

Platform components. H2O enables refreshing an entire page in one shot, but also provides an option to choose between partial updates as assets are loaded, versus waiting for all assets to load. H2O enables dynamic linking/unlinking of third party classes.

- 5           HTML/JS optionally does not share information from one page to another for the Web, as the server takes care of the context. In broadcast mode, this arrangement is insufficient. In broadcast mode, preferably, a global permanent object is provided, that is not cleared when starting a new page. The permanent object maintains context between pages. Other base objects
- 10       provided by the Service Platform are also made permanent on transition (e.g., station control, OSD). Gadgets are defined through an interface definition language to enable creation of new gadgets, modification of gadgets and to enable adding methods without modifying the compiler.

- The H2O Carousel feature provides real-time updating of catalogs,
- 15       maintaining consistency of catalogs during updates, and providing safe transactional models. H2O carousel enables updating a single page, or an entire set of pages in a single transaction. Carousel management provides management of a carousel index or directory. The index contains information for accessing and fetching data from the carousel. That is, for a given page,
- 20       Carousel Management contains a list of all modules necessary, so that H2OC requests all necessary modules at once to expedite the process.

- Carousel provides data compression, Meta data on pages (e.g., page relative priority, how often the page is sent) and page tracking (elementary stream). The Carousel client is a STB OCOD library, handling the loading of
- 25       resources. Carousel client manages dynamics of resources, i.e., new



resources, deleted resources, and changed resources. Dynamic resource management enables the client (H2OC) of this library to present dynamic content. The Carousel client manages memory allocation, pre-fetching and caching of resources, and decompression of modules. The Carousel client  
5 manages sub-index/directories and manages a 'set' of resources instead of a 'tree' of resources, which facilitates sharing of assets.

H2O monitors TV triggers, performance, and bandwidth, e.g. shared resources in shared modules. H2O optimizes bandwidth utilization. H2O provides multi-tracks, multi-priorities, and management of bid volume of data. H2O  
10 provides run-time pre-fetching and caching at the module level. H2O supports compressed modules. Surfer built-in GUI is minimal or preferably zero. H2O supports arrow and direct key navigation (e.g. digit or color), Handling international (Chinese); Meta data on pages, (e.g., page relative priority, how often it is sent) and page tracking (elementary stream). Global GUI is shared,  
15 that is, a direct key linking is provided so that every other page can share any information page.

H2O manages pages and sub-pages to handle cases where pages are too large to fit on one screen without the need for scrolling. H2O enables use of HTML to present content, online, point-to-point, and broadcast. H2O  
20 enables composition of a page with a mixture of broadcast and online components. For example, a page can come from an online server, while its background is broadcast. H2O enables merger of content in the client/STB. For example, a bank application can send a viewer's last 20 VISA® transactions from its server while the HTML page is broadcast. Preferably a

Java Script function request (HTTP like), using the result and some DOM functions patches a table with the result.

Now turning to Figures 5 and 6, a discussion of the main H2O components follows. H2O transcoder 2001 converts HTML inputs 2062 into H2O transcodes that can be efficiently and interactively viewed by an H2O Browser in OpenTV STB. The H2O Browser views H2O transcodes in limited Dynamic HTML4 fashion. The host, such as HTTP proxy 2003, invokes H2O Transcoder 2001. H2O Transcoder 2001 interfaces with MIME handler 2036 and MIME info 2028 for content information in non-HTML MIME type. The resource compiler is multi-thread safe. H2O Transcoder invokes H2O JavaScript Handler 2000 to take scripts as input, fetch external scripts or class URI, invoke JS2O compiler and pre-link JavaScript. The JS handler processes JS custom classes 2070 and JS shared scripts 2066. The H2O Browser 2100 interfaces with JS2O JavaScript runtime 2129 for JavaScript support. H2O Browser interfaces with URI Retriever 2162 to retrieve content by URL. H2O Browser 2100 typically uses URI Retriever 2162 to make HTTP URI request and get response, and to handles cookies. H2O Browser uses image library, and event library. H2O transcoder is invoked as a library as part of the task (process or thread) in a high performance HTTP proxy. H2O transcoder contains a HTML parser/layout engine source as its major component. In the context of that hosting environment (proxy server) received HTML URI requests and fetches HTML text source, the H2O transcoder provides an interface for hosting the environment to control. The H2O Interface comprises: H2O\_transcoder; method: H2OS\_generate\_transcode. Input: memory block of MIME type

text/html, target view. Return: memory block of transcode type. Behavior:  
Parse, layout input HTML content and generate transcode type, which is ready  
to be used by H2O browser running on the client device, preferably a STB.  
H2O transcoder executes synchronously and is multi-thread-safe.

- 5           When processing HTML input, the H2O transcoder discovers all URIs  
that are statically referenced and in the HTML input. The H2O transcoder  
uses URI handler 2034 to fetch the list of URIs and references needed and  
returns information that the H2O transcoder uses. The H2O transcoder uses  
the URI content information, that is, the width and height of the information to  
10 be used in the layout process.

The MIME interface handler is exposed to the H2O transcoder as  
follows: Interface: MIME\_handler; method: MIMEHandler\_handle\_uri;  
Input: URI string with accepted MIME type, view option, processing options.  
MIME type: pixmap, bmp, gif, jpeg, font, color table, JavaScript text, MPEG  
15 audio, SP code module and data resource module. Return: MIME content  
information, not necessarily the full content; Image usually contains  
information of type, height, and width for the layout engine.

Behavior: Run as a task, fetch MIME content through host HTTP  
proxy, process MIME content as requested. Preferably an interface is  
20 provided with proxy host to handle the caching mechanism for better  
efficiency. The H2O transcoder executes synchronously.

A subset of HTML4 features is supported in H2O transcoder. HTML4 content  
is rendered by the transcoder to a particular target view, in the rendering  
process almost all rules of HTML elements and attributes are applied and style  
25 rules including default styles are computed. The dynamic features of HTML4

(mainly style and DOM interface) are restricted through limited DOM interfaces in the present invention.

The H2O Browser supports a selected subset of the HTML4.01 W3 standard. The H2O browser supports a subset of text: paragraphs, lines, phrases; subset of list; subset of table and subset of links. The H2O browser also supports a subset of Object and Image element. The H2O browser also supports a filter authoring-side object (e.g., IE custom object) and supports runtime custom objects for the STB; both authoring-side (PC) and STB custom object class development; subset of image map (client-side, server-side); subset of form and form controls; various Script elements; and a subset of JavaScript.

The present invention provides functionality that defines color map extension elements. The present invention provides functionality that defines client tags extension, supports a subset of CSS and limits CSS, mainly for viewing options for a client display, preferably a TV screen. The present invention supports a subset of W3 standard CSS in the H2O transcoder. Most CSS features are supported in H2O Transcoder. The dynamic features of CSS are restricted in the H2O Browser. The H2O Transcoder applies the CSS to the document layout and presentation. In H2O transcoder, the HTML nodes contain once-computed CSS information in element nodes. Very limited, if any, additional CSS is preserved. This is fundamentally different from the dynamic cascading rules of CSS. Dynamic style is limited as a style change preferably is applied to only one node. This means that in order to query through DOM a property of the style of a particular element and expect it to return a valid value, the style property (e.g., style= color: red) is explicitly

specified for the element inside an inline style, or explicitly created in a JavaScript code in order for a PC emulation to behave similarly.

The present invention supports top, bottom, left, right absolute positioning styles, but preferably does not support z ordering, although, in an alternative embodiment, z-ordering is supported. The H2O transcoder defines target STB style for the layout engine comprising body margin, view style (OSD region and dimension, width limitation), mpeg background or not, and transparency rules. The Mpeg slice image in the layout flow is padded with extra layout bounding box size to accommodate the 16x16 block alignment Mpeg requirement, which does not conform to typical browser layout fashion. The present invention defines style rules/attributes by configuration and explicit specification to specify conversion of content to an MPEG background and slice from other MIME type content. The present invention resolves multi-line anchor information in server side using only a first line anchor or image as an anchor. The H2O transcoder generates style information for focus highlight information. Limited style information is stored in transcoder.

The present invention supports a subset of HTML DOM in the H2O Browser. The present invention also provides for HTML parsing exception handling.

The present invention enforces a strictly defined HTML subset either by the parsing engine or in a separate validation module. The HTML parser engine handles invalid tag order, tag closing, tag nesting, and attributes with acceptable appearances. The HTML parser engine's exception handling

(resulting in element tree difference, layout differences, etc.) is different from Microsoft IE and other standard browsers.

The H2O Transcoder controls the processing behavior of the HTML engine. The H2O Transcoder can fully access the generated data model of the parsing/layout processing. The HTML engine is reentrant safe and can be run  
5 as a library. The present invention invokes the HTML parser engine to parse HTML source and generate the engine's internal document representation (OOM). The parser engine is modified to conform to the H2O HTML/CSS functionality specification. The present invention controls the internal parsing  
10 to process elements based on a HTML4 subset definition. The present invention enables, disables, extends, and modifies HTML element parsing. The present invention adds required information into internal data model or engine (e.g., width and height of image). The present invention also handles script elements.

15 The present invention invokes a H2O JavaScript handler task to process Script element data. The JavaScript handler task fetches the script URI, and invokes the JS2O JavaScript compiler. JS2O returns a data package containing the compiled JavaScript code module. JS2O caches JavaScript scripts and matches repeatedly similar JavaScript scripts.

20 The preferred layout engine lays out an internal data model for target views by configuration and explicit specification in the HTML document. The layout engine is modified to conform to the specified H2O HTML/CSS functionality specification. The present invention resolves multi-line anchor issue on the server side and uses only a first line anchor or image as anchor. The  
25 transcoder generates computed layout/style information and attaches it to the

internal data model, or generates a data model. The present invention layout applies suggested width, but does not force limited width on layout.

The present invention generates H2O Transcode using client compatible resources from parser engine internal data models with layout and limited style information, and JavaScript codes. A general specification of H2O Transcode format comprises Transcode sections of client compatible resources that represent the document and JavaScript codes for the client or STB. The Transcode format contains information about the document in tree structure. The format is efficient, compact, and expandable. The format provides a version number to ensure conformance in the client or STB. The format considers compression and relocation. The efficient format enables efficient loading by the client or STB browser. The format contains enough information for the H2O browser to efficiently resolve linkage. The Version of package format is preferably synchronized with all related products, such as H2O browser.

#### **O-code HTML browser**

The H2O Browser 2100 views H2O Transcodes in limited Dynamic HTML4 fashion. H2O Browser interfaces with JS2O runtime module 2129 and contains internal components: OOM (Client compatible Object Model), Controller, and level 2 HTML4 Data Model.

The HTML browser supports a subset of the HTML DOM standard. The HTML browser supports HTML DOM node traversal, creation, destruction, and insertion and supports element lookup by unique ID. The HTML browser resolves object initialization and references during insertion. The HTML browser supports node cloning. The HTML browser preferably does not

provide dynamic parsing of HTML script to transform into part of DOM. (e.g., document.write()). The HTML browser defines the order document view is updated to reflect changes to HTML DOM object. The preferred HTML browser does not support dynamic re-layout of layout flow in STB to reflect

5 modification of HTML through DOM. Changes made to layout flow text do not result in re-layout, which wraps text. Layout flow text is preferably not wrapped. Though no changes are made to layout flow text, changes to text property in node objects such as Text area (text can wrap) or Input can be updated in view. These achieve the effect of dynamically updating UI objects.

10 The HTML browser provides subset of HTML DOM interfaces and objects for JavaScript to manipulate HTML DOM objects. The HTML browser provides the same support for a C program. The HTML browser handles HTML DOM events and provides a mechanism to map an authoring side font to client compatible font. The H2O DOM interface manipulates client

15 compatible font information.

#### **OOM (Client Compatible Object Model).**

The OOM is provided for a developer to develop custom classes. The OOM provides a mechanism to develop custom object class, load/register/unregister/unload class, and access class interface code to manipulate custom

20 objects. The design and implementation of OOM uses JavaScript object model to avoid duplication of effort. OOM provides interface for both JavaScript's and C programs to manipulate objects. HTML, OOM, and C programs function without JavaScript. The present invention provides lightweight client-side class registry with selected naming scheme. The

25 registry enables associating a class module with a name and lookup. OOM



loads a class module and registers the module. There is only one interface for a class. Object prototype property is not dynamically bound. The interface contains methods only. Each method is associated with a string name unique in this interface scope. OOM provides a mechanism to create an object

5 instance from a class and a Provide class referencing mechanism. OOM handles class unloading. OOM defines control flow, data flow between H2O HTML and JavaScript engine. OOM instantiates browser objects for the JavaScript engine. OOM exposes access of DOM objects to the JavaScript engine (through setting properties of global variable property of window

10 object with implementation tuning). An object of a class is an object whose method properties are methods of the class interface. OOM defines interfaces, guideline, subset of SDK API for custom object to be integrated into view structure, view update, event handling, focus, and access to shared system resource.

15 A controller controls Browser behavior and components, and handles events. The controller provides fast startup time response, achieved by various techniques such as visual displaying while starting up. The preferred controller of the present invention uses system resources: event, download, mpeg, osd, A/V, etc. and controls data model and viewing. The Controller

20 handles raw OpenTV events 2146. The controller handles primitive object events, which in turn can generate a DOM event 2140, 2134. The present invention supports DOM event 2138 bubbling and handling and uses focused node as a starting node. DOM events can be handled by JavaScript event handler 2138 codes.

A focus navigation handler 2148 is provided by the present invention that handles focus event using document tree, event properties, and style (rectangle), and handles ambiguity. Record focus history by object identifier and x, y position, and finds the best match. The controller preferably defines  
5 control flow of event dispatching, event handling, data update, and view update.

The preferred controller pre-defines element classes and thus is more efficient than custom classes. The controller using URI retriever, obtains URI content, makes HTTP: get and post (form post) requests, obtains responses  
10 and provides document open and back/forward functions. In a preferred embodiment, Data Models are mainly runtime HTML DOM, and other categories of runtime data models. HTML DOM also contains viewing information that reflects their intended effects.

The Data Model handles one single runtime HTML document, which  
15 can be instantiated from document sources, and the previous one is destructed. The data model supports preferably load/instantiate/reference/manipulate/destruct data models. The present invention provides persistent data save/read to serialize data and share data between documents. In a preferred embodiment, viewing actually reflects the  
20 UI looks of data models, and mainly reflects the actual style of HTML DOM. The viewing functionality is tightly embedded into the data model, mainly using internally defined shapes. The HTML page specifies exactly what viewing option it uses. The present invention defines specific viewing limitations such as screen dimension and ratio, color, and mpeg

characteristics. There is one preferably view for one runtime HTML document.

Viewing preferably supports different color styles, and treats the color table as a shared resource. In a preferred embodiment, a limited set of MIME type handlers are provided depending on configuration to save memory. Popular HTML browsers for PC environments typically expose browser specific host objects for JavaScript runtime to manipulate. The present invention supports a subset of Microsoft IE5 host objects for JavaScript runtime.

10 The transcoder invokes the parser engine as follows:

```
HTMLengine_parse_html (C_MIME_HTML *p_in_html_text,
C_ELEMENT_TREE **pp_out_element_tree). C_ELEMENT_TREE
encapsulates the internal element tree generated by parser engine. In parser
engine, find right approach to disables APPLET, BDO, FIELDSET, FRAME,
15 FRAMESET, IFRAME, ISINDEX, LABEL, LEGEND, Q, S, STRIKE, U.
```

The parser engine, capability is provided to parse extension elements and generate extension element node. Internal client compatible extension elements comprise: link attributes for carousel, display Meta (NTSC/PAL, MPEG background/slice, OSD region), color table style (color bits, color name/index mapping), font (read font info from OpenTV font file).

The transcoder discovers and requests URI references for layout as follows:

```
int HHTM_resolve_referenced_uri (C_ELEMENT_TREE
*p_in_element_tree);
```

The preferred transcoder calls int MIME\_image\_handler (MIME\_TYPE  
in\_type, char \*p\_in\_uri, URI\_INFO \*\*pp\_out\_uri\_info). Preferably, the  
transcoder traverses the element tree and when necessary invokes MIME  
handlers with URI and handling options (e.g., whether to and how to convert  
5 an image to a mpeg slice with dimension and NTSC/PAL ratio options), and  
fills in information in element nodes such as width and height of image, font,  
and color table. For images that will become a MPEG slice and its position  
not determined, the present invention expands the image element attribute size  
to achieve module 16 pixels on both width and height.

10 The present invention invokes H2O JavaScript type handler. The JS  
handler traverses the element tree to collect JavaScript global code, functions,  
link reference of external script, object class link reference, and host codes  
(from event handler attribute). Invokes H2O JavaScript handler and pass this  
collection. The JavaScript handler task fetches script and class MIME  
15 content, and invokes JS2O JavaScript compiler which returns a client  
compatible code module containing the compiled JavaScript codes. The  
script collection carries back handles to codes. The function is invoked as  
follows:

```
int HHTM_collect_script (C_ELEMENT_TREE *p_in_element_tree,  
20 C_SCRIPT_COLLECTION **pp_out_script_collection);
```

HJS: H2O Transcoder JavaScript type handler.

```
int HJS_handler_handle_script(C_SCRIPT_COLLECTION  
*p_in_script_collection,  
C_JS_CODE_MODULE **pp_out_js_code_module);
```

25 The layout engine in invoked as follows:

```
Int  HTMLengine_layout_html (C_ELEMENT_TREE *p_in_element_tree,  
C_OTV_STYLE_RULES *p_in_default_style);
```

The layout engine uses information in the element tree and its own style configuration mechanism for layout. Default styles are transferred into  
5 the layout engine's style configuration and layout target view. Style configuration can take the form of callback, which requests style information. The layout engine stores layout result in element tree. The layout engine may traverse the element tree and generates another data model such as style box model. The layout engine intercepts the computed CSS information for a  
10 specific element node, finds the corresponding element node, and stores the style result in specific element node as inline style with limited cascading style information.

The layout result includes necessary style information (position, color, font, background). Position styles are translated into absolute position styles.  
15 The layout engine traverses all anchor information. If necessary, the layout engine modifies the anchor information to use only the first box or image as anchor. The layout engine traverses and marks leaf nodes that can interact (can handle click, keypress, blur, focus events) as focusable.

The transcoder traverses the element node tree and generates H2O  
20 Transcode using the internal client compatible resource generator. The present invention configures components, display, startup, etc. Static and dynamic configuration is statically determined at compile time. The present invention initializes the H2O Browser. It first initializes the controller and the controller then initializes OOM, DOM, JS2O Runtime, register event loop and

event handlers, initializes URI Retriever, initializes image library, reads view option, and initializes host objects.

The present invention provides DOM built in classes. Root classes are implemented as collections of functions, and all DOM node object instances

5 have common data members that are meant for root class to operate. The function pointers are obtained by calling the vtable pre-defined function that switches on a method atom query and returns the function pointers. Event handler is a list of JS event handler function pointers referenced by event type. Specific control element classes are implemented as a collection of functions

10 and all DOM node object instances have common data members that are meant for root class to operate.

The following is an overview of the H2O Proxy environment using a logical view of H2O architecture and sample transactions. Requests for URI may come either from different H2O components – for example: STB/SGW

15 and Carousel. The following context overview focuses on the STB/SGW issuing the requests – but the general flow of information stays the same.

A viewer chooses to interact with its TV Web page, thus issuing a request from the STB to the H2O system and waiting for a reply. STB requests are sent to the SGW, using lightweight HTTP requests (LHTTP)

20 encapsulated in DATP messages as transport protocol. The requested object is returned through the same channel and protocol. The SGW converts the LHTTP protocol to standard HTTP over TCP/IP and issues the request to a Web Cache.

The Compiled Object Cache (COC) uses its internal disk space to service any

25 request it can serve (following a heuristic taking into account the time-to live

of objects). Its role is to service all static objects (standard URLs without queries, no posted form) without querying the H2O proxy, thus reducing it's processing load. In this architecture, the COC will only store compiled objects (H2O modules). The COC machine is I/O driven.

5           Now turning to Figure 7, H2O proxy 248 provides a scalable environment for the different H2O compilers (or filters) to run. It is processing HTTP request and responses "on the fly" and thus the H2O Proxy machine is process driven. The H2O HTML Compiler 1420 is in charge of HTML to SP resource compilation. To compute the TV Layout to render  
10   1422, this component issues HTTP requests by itself based on the size of the embedded images. This compiler rearranges the Web based image to fit onto the client display device, e.g. a TV.

          The MPEG Compiler 1426 directs the conversion from regular web image format to SP H2O MPEG resources. Source format includes JPEG and  
15   GIF and may include PNG. Passing arguments through the URL may drive the conversion process. The PIXMAP Compiler is in charge of the conversion from regular web images to SP H2O resources. Source format comprises GIF and may include PNG.

          The Request Patcher 1424 completes or modifies the request or  
20   responses to incorporate data coming from another system (e.g. credit card number...). It communicates with an external process or database to fetch customer information. The SP component provides a central repository of user information. The Request Patcher communicates with this component to get the data necessary to patch the requests or responses.

The Not Compiled Object Cache 1430 will use its internal disk space to service any request he can serve (following an heuristic taking into account the time-to live of objects). The objects cached comprise static HTML, GIF images, JPEG images and all standard web format files. Its role is to service  
5 all static objects (standard URLs without queries, no posted form) without querying the Internet, thus reducing latency time to get an object and giving a kind of fault-tolerance to the system. The Customer web site holds the web site to publish through the H2O system.

Figure 8 illustrates a request for a static page, already cached The STB  
10 user issues a request to load an HTML page 1520. This request is sent to the SGW 248 using LHTTP over DATP. The SGW converts the request to HTTP over TCP/IP and forwards it 1522 to the Compiled Object Cache 1410. The Compiled Object Cache 1410 has the requested (compiled to a module) HTML page stored in its internal hard disk space. If the object's time to live  
15 has not expired and the compiled object cache service the request with the compiled HTML page. It transmits the HTTP response 1424 to the SGW, using HTTP over TCP/IP. The SGW translates the protocol from HTTP over TCP/IP to LHTTP over DATP. The STB loads the requested page 1526 (compiled) in its memory and gives it to the H2O browser engine for  
20 interpretation. The H2O browser engine requests 1528 the SGW to get the images necessary to render the screen on TV, with conversion options (mpeg or pixmap, width, height...) on the url. The SGW transmits the HTTP request 1530 to the Compiled Object Cache. The Compiled Object Cache has the requested (compiled to a module) image stored in its internal hard disk space.  
25 The objects time to live has not expired and the compiled object cache



services 1532 and 1534 the request with the compiled image. In this scenario, the H2O Proxy was spared of the request and thus can process other requests.

As shown in Figure 9, the STB 212 user issues a request 1610 to load an HTML page (home.asp), the host and user info of the request header hold  
5 STB Model+ STB Serial number and Access Card Id of the user. This request 1610 is sent to the SGW using LHTTP over DATP. The SGW converts the request to HTTP over TCP/IP and forwards it 1612 to the Compiled Object Cache. The requested object is not available in the disk space of the Web cache. The Web Cache then forwards the request 1614 to the H2O Proxy. The  
10 H2O Proxy 1616 asks the SP 1620 to return the name of the user (for the Amazon.com service). The H2O Proxy patches the request with the name of the user, and issues this request 1622 to the "Not Compiled Object Cache". The "Not Compiled Object Cache" does not hold the requested HTML page in its disk space and thus issues the request 1624 to the targeted web server, here  
15 Amazon.com. The targeted web server computes the HTML page, given the user information and returns it to the "Not Compiled Object Cache 1626". The "Not Compiled Object Cache" returns the HTML page 1628 to the H2O Proxy.

The H2O Proxy sends the HTTP request 1630 to the "Not Compiled  
20 Object Cache" to get the images 1632, 1634, and 1636 necessary for layout computations (gif, jpeg...). The H2O Proxy compiles the HTML page; computes the layout, patches the embedded images urls and sends back to the "Compiled Object Cache" the resulting OpenTV resource 1646 (with an SP resource mime-type). The Compiled Object Cache stores the object in its  
25 internal disk space and sends back the compiled HTML 1648 page to the

SGW. The SGW converts the response to LHTTP over DATP and sends it back to the 1650 STB. The STB loads the requested object in its memory and gives it to the H2O browser engine for interpretation.

The H2O browser engine issues requests 1652 to the SGW to get the  
5 images necessary for the rendering (through the patched urls: here the logo.gif url include a directive for pixmap resource format): pix/logo.gif. The SGW converts the request 1652 to HTTP over TCP/IP and forwards it to the Compiled Object Cache. The "Compiled Object Cache" already has the requested gif image, in the correct resource format – because a user already  
10 requested this image at a previous time – and the image is directly returned 1654 to the SGW. The SGW converts the response to LHTTP over DATP and sends it 1656 back to the STB. The H2O browser engine issues requests 1658 to the SGW to get the images necessary for the rendering: mpg/banner.jpg. The "Compiled Object Cache" does not hold the requested image in its disk  
15 space and therefore issues the request 1660 to the H2O Proxy. The H2O Proxy sends the HTTP request 1662 to the "Not Compiled Object Cache" to get the /banner.jpg image.

The "Not Compiled Object Cache" holds the image in its cache and returns it 1664 immediately to the H2O Proxy. The H2O Proxy converts the  
20 image, using the parameters given in the url (mpg format, width, height...) and returns the result to the Compiled Object Cache 1668. The Compiled Object Cache stores the object in its internal disk space and sends back 1668 the converted mpeg image to the SGW. The SGW converts the response to LHTTP over DATP and sends it back 1670 to the STB. The STB renders the  
25 HTML page to screen.

The H2O Proxy component provides to other H2O components or compilers, a robust scalable architecture, an interface for “compiler” configuration and the ability to log errors. The ability to alert an administrator on defined events; and the ability to debug-trace the “compilers”. From the  
5 provided H2O Proxy environment and APIs the compilers “patch” HTTP requests and responses on the fly, eventually accessing an external database, file or process to do so. The compilers patch HTTP requests by removing specific HTTP Header (STB identifier, Access Card Identifier...); by adding specific HTTP Header (Username, Credit Card Number...); by adding HTML  
10 Form fields to incoming post request (Visa Card number...); and by performing string substitution (\$UID\$ -> User Identifier) the compilers convert web objects formats and mime types “on the fly” in HTTP responses and issue HTTP requests by themselves and get a response object in return.

As shown in Figure 10, in a preferred embodiment, the H2O Proxy is  
15 implemented by developing an extension of enclosing software (Web Proxy, Firewall, web server or other...). This host software provides H2O threading and scheduling of the H2O tasks as well as some of the needed functionalities to implement H2O “compilers” and patching components.

Using the API provided by the Proxy Host Software, a set of API (the  
20 H2O Proxy API) is provided to implement the functionalities needed by the H2O compilers missing from the H2O Proxy Host Software Services, and provide a higher abstraction level for the services available from the H2O Proxy Host Software. The request patcher 1424 component reads incoming HTTP requests for HTML pages and completes them with information from  
25 another process or file or database. The HTML2RES Compiler 1420 compiles

returned HTML pages into SP resources files and change the mime type of the HTTP response header to suit new format: Mime-Type: text/otvres.

The GIF2PIX Compiler 1422 converts a returned GIF image into an SP resource file and changes the mime type of the HTTP response header to suit new format: Mime-Type: image/otvpix. The 2MPEG Compiler 1426  
5 converts a returned GIF or JPEG image into an SP resource file and change the mime-type of the HTTP response header to suit new format: Mime-Type: image/otvmpg.

Turning now to **Figure 11**, a dynamic request for an HTML page sequence diagram is illustrated. The Object Caches are not displayed in the Sequence diagram, being “passive” components in this interaction. The User STB 212 issues a request 1810 for a page (home.asp) through HTTP request. The Request Patcher 1424 accesses an external process/file/database/url 1812, 1814 to get user name, patches the request and sends 1816 it to the  
15 HTML2RES Compiler. The HTML2RES Compiler sends the request 1818 to the target web site (amazon.com). The Web site computes the request and sends back 1820 the resulting HTML page to the HTML2RES Compiler. The HTML2RES Compiler parses the file to get the image links URL and issue the requests 1822 to the web site to get 1824 the image files (logo.gif, banner.jpg).  
20 The HTML2RES Compiler computes the TV layout for the page, compiles it into SP resource file, and sends it 1830 back to the STB. The STB renders the HTML page on TV.

Turning now to **Figure 12**, a request for an image file, sequence diagram is illustrated. An HTML page being loaded in the User STB needs  
25 an image to render its screen. It issues an HTTP request 1910 for the image

(URL embedded conversion options) to the 2MPG Compiler. The 2MPG Compiler requests the image 1912 from the target site (amazon.com). The target site returns the banner.jpg image file 1914 to the 2MPG Compiler. The 2MPG Compiler converts the banner.jpg file, using the options given on the URL and returns the result 1916, with an image/otvmpg mime-type, to the STB. The STB renders the image on screen.

As shown in Figure 13, Standard HTML 1302 is designed for page oriented, page specific presentation, wherein the HTML specifies precisely where each HTML element should be located on the page. The standard HTML input uses JPEG, PNG or other bit map oriented image formats to represent Web pages and content. The present invention uses MPEG and layout parameters to represent images 1304 on a page for display at a client device.

MPEG requires a module 16 position location, thus the present invention provides a buffer surrounding the MPEG representation of the image to insure that the MPEG image 1304 x and y locations 1310 and 1312 are adjusted within the buffer space 1306 to be module 16 aligned. The origin 1308 of the boundary for the original HTML image may not be modulo 16 aligned. Since the origin and size of the displayed MPEG image at the client device must be modulo 16, the origin and size of the original HTML image are adjusted as shown in Figure 13 to modulo 16. The layout engine takes into account the larger buffer size, which is larger than the original HTML image, to avoid overlapping other page elements on the client display. This modulo 16 buffer space, however, makes the image larger than original size. Thus, the buffer size is taken into account by the layout engine so that the larger image

size does not overlap text or other imagery adjacent the image. The MPEG representation enables the present invention to move MPEG images around on a MPEG background for display on the client device. Thus, the layout engine may not strictly follow the HTML layout to avoid overlap in the client display space.

The present invention has been described in interactive television in a preferred embodiment, however, the present invention may also be embodied in a distributed computer system comprising a server and a client device. In another embodiment, the present invention is implemented as a set of instructions on a computer readable medium, comprising ROM, RAM, CD ROM, Flash or any other computer readable medium, now known or unknown that when executed cause a computer to implement the method of the present invention.

What is claimed is:

- 1    1.    A computer readable medium containing instructions that when  
2            executed by a distributed computer system cause the distributed  
3            computer system to:  
4            receive content at a server from a service provider containing  
5            an original image;  
6            extract HTML original image information from the content;  
7            pass the original image size information to a Lay Out Engine;  
8            position the original image in the Lay Out Engine for display  
9            on a client device display to avoid overlapping content  
10           adjacent the image when displayed on the client device  
11           display; and  
12           send the positioned image to the client device.
  
- 1    2.    The medium of claim 1 further comprising instructions that cause the  
2            distributed computer system to:  
3            prior to positioning the image for display on the client device  
4            display,  
5            convert the original image to MPEG format to form an  
6            MPEG image and adding a pixel buffer to an x and y  
7            boundary dimension of the MPEG image, so that an  
8            MPEG image boundary x and y dimension is modulo  
9            16 for layout on the client device display.

- 1    3.    The medium of claim 2 further comprising instructions that cause the  
2           distributed computer system to:  
3               calculate the layout of the modulo 16 MPEG image on the  
4               client device display using the modulo 16 image  
5               boundary dimension instead of using the original image  
6               dimensions.
- 1    4.    The medium of claim 3 further comprising instructions that cause the  
2           distributed computer system to:  
3               calculate the MPEG image boundaries wherein  $X_{original}$  and  
4                $Y_{original}$  are the original image x and y dimensions,  
5                $X_{modified\_boundary}$  and  $Y_{modified\_boundary}$  are  
6               the dimensions of modified image boundary, wherein  
7                $16 \leq X_{modified\_boundary} - X_{original} < 32$  and  
8                $16 \leq Y_{modified\_boundary} - Y_{original} < 32$ .
- 1    5.    The medium of claim 1 further comprising instructions that cause the  
2           distributed computer system to:  
3               perform a shape ratio conversion on the modulo 16 MPEG  
4               image so that the modulo 16 MPEG image displayed on  
5               the client device display resembles the image as it  
6               would appear when displayed on a personal computer  
7               monitor.



1     6.     The medium of claim 1 further comprising instructions that cause the  
2           distributed computer system to:  
3                 convert a cascading style sheet (CSS) into an element node  
4           tree; and  
5                 transmit the element node tree to the client device.

1     7.     The medium of claim 1 further comprising instructions that cause the  
2           distributed computer system to:  
3                 provide a client compatible object model for the client device.

1     8.     The medium of claim 1 further comprising instructions that cause the  
2           distributed computer system to:  
3                 extract HTML image information from the content in a MIME  
4                         handler, wherein the MIME handler extracts the image  
5                         from the content and converts the image to a MPEG  
6                         encoded image, wherein the MIME handler adds a  
7                         pixel buffer to the x and y dimension of the MPEG  
8                         image so that the MPEG image size in the x and y  
9                         dimensions is modulo 16, wherein the MIME handler  
10                        passes the MPEG encoded image size information to a  
11                        Lay Out Engine wherein the Lay Out Engine moves  
12                        images around to avoid overlapping text adjacent an  
13                        image on the client display.

1    9.    The medium of claim 8 further comprising instructions that cause the  
2           distributed computer system to:  
3                perform a shape ratio conversion in the MIME handler on the  
4                image data so that the image displayed on the client  
5                device resembles the image as it would appear when  
6                displayed on a personal computer monitor.

1    10.   The medium of claim 8 further comprising instructions that cause the  
2           distributed computer system to:  
3                convert a cascading style sheet (CSS) into an element node  
4                tree; and  
5                transmit the element node tree to the client device.

1    11.   The medium of claim 1 further comprising instructions that cause the  
2           distributed computer system to:  
3                send service provider content to the server a head end.

1    12.   The medium of claim 1 further comprising instructions that cause the  
2           distributed computer system to:  
3                display the positioned MPEG image on the client device to a  
4                user.

1    13.   The medium of claim 12 further comprising instructions that cause the  
2           distributed computer system to:

3 complete an e-commerce transaction between the service  
4 provider and the user.

1 14. A computer readable medium containing instructions that when  
2 executed by a distributed computer system cause the distributed  
3 computer system to:  
4 receive content at a server from a service provider containing  
5 an original image;  
6 extract HTML original image information from the content;  
7 pass the original image size information to a Lay Out Engine;  
8 convert the original image to MPEG format to form an MPEG  
9 image and adding a pixel buffer to an x and y boundary  
10 dimension of the MPEG image, so that an MPEG  
11 image boundary x and y dimension is modulo 16 for  
12 layout on the client device display;  
13 calculate the layout of the modulo 16 MPEG image on the  
14 client device display using the modulo 16 image  
15 boundary dimension instead of using the original image  
16 dimensions;  
17 position the original image in the Lay Out Engine for display  
18 on a client device display to avoid overlapping content  
19 adjacent the image when displayed on the client device  
20 display; and  
21 send the positioned image to the client device for display to a  
22 user.

1 15. The medium of claim 14 further comprising instructions that cause the  
2 distributed computer system to:

3 calculate the MPEG image boundaries wherein  $X\_original$  and  
4  $Y\_original$  are the original image x and y dimensions,  
5  $X\_modified\_boundary$  and  $Y\_modified\_boundary$  are  
6 the dimensions of modified image boundary, wherein  
7  $16 \leq X\_modified\_boundary - X\_original < 32$  and  
8  $16 \leq Y\_modified\_boundary - Y\_original < 32$ .

1 16. The medium of claim 14 further comprising instructions that cause the  
2 distributed computer system to:

3 perform a shape ratio conversion on the modulo 16 MPEG  
4 image so that the modulo 16 MPEG image displayed on  
5 the client device display resembles the image as it  
6 would appear when displayed on a personal computer  
7 monitor.

1 17. The medium of claim 14 further comprising instructions that cause the  
2 distributed computer system to:

3 convert a cascading style sheet (CSS) into an element node  
4 tree; and  
5 transmit the element node tree to the client device.

1 18. The medium of claim 14 further comprising instructions that cause the  
2 distributed computer system to:

3           send service provider content from a head end to the server;  
4           display the modulo 16 MPEG image at a user at the client  
5   device; and  
6           complete an e-commerce transaction between the service  
7           provider and the client device user.

1   19.   A computer readable medium containing instructions that when  
2       executed by a distributed computer system cause the distributed  
3       computer system to:  
4           receive content at a server from a service provider containing  
5               an original image;  
6           extract HTML original image information from the content;  
7           pass the original image size information to a Lay Out Engine;  
8           convert the original image to MPEG format to form an MPEG  
9               image and adding a pixel buffer to an x and y boundary  
10          dimension of the MPEG image, so that an MPEG  
11          image boundary x and y dimension is modulo 16 for  
12          layout on the client device display;  
13       calculate the layout of the modulo 16 MPEG image on the  
14       client device display using the modulo 16 image  
15       boundary dimension instead of using the original image  
16       dimensions, wherein  $X_{original}$  and  $Y_{original}$  are the  
17       original image x and y dimensions,  
18        $X_{modified\_boundary}$  and  $Y_{modified\_boundary}$  are  
19       the dimensions of modified image boundary, wherein

20                   16 <= X\_modified\_boundary - X\_original < 32 and  
21                   16 <= Y\_modified\_boundary - Y\_original < 32;  
22                   position the original image in the Lay Out Engine for display  
23                   on a client device display to avoid overlapping content  
24                   adjacent the image when displayed on the client device  
25                   display;  
26                   send the positioned image to the client device for display to a  
27           user,  
28                   convert a cascading style sheet (CSS) into an element node  
29           tree; and  
30                   transmit the element node tree to the client device.

1   20.   The medium of claim 19 further comprising instructions that cause the  
2           distributed computer system to:  
3                   send the service provider content from a head end to the server;  
4   and  
5                   complete an e-commerce transaction between the service  
6                   provider and the client device user.

1   21.   A method for formatting content for display in a distributed computer  
2           system comprising:  
3                   receiving content at a server from a service provider containing  
4                   an original image;  
5                   extracting HTML original image information from the content;  
6                   the HTML information comprising image size information;

7                   passing the original image size information to a Lay Out  
8           Engine;  
9                   positioning the original images in the Lay Out Engine for  
10                   display on a client device display, based on the size  
11                   information to avoid overlapping content text adjacent  
12                   the image when displayed on the client device display;  
13                   and  
14                   sending the positioned images to the client device for display.

1   22.   The method of claim 21 further comprising:  
2                   prior to positioning the image for display on the client device  
3                   display, converting the content original image to MPEG  
4                   format to form an MPEG image; and  
5                   adding a pixel buffer to an the x and y boundary dimension of  
6                   the MPEG se types of image, so that the MPEG image  
7                   boundary in the x and y dimensions is module 16 for  
8                   layout purpose on the client device display, while the  
9                   actual image size remains as original.

1   23.   The method of claim 22, further comprising:  
2                   calculating the layout of the modulo 16 MPEG image on the  
3                   client device display using The Lay Out Engine uses  
4                   the modulo 16 image boundary dimension in layout  
5                   calculation instead of using the actual original image  
6                   size dimensions.

- 1   24.   The method of claim 23, further comprising:  
2           calculating the MPEG image boundaries wherein Let  
3           X\_original and Y\_original are the be image's original  
4           image x and y dimensions, X\_modified\_boundary and  
5           Y\_modified\_boundary are the dimensions of modified  
6           image boundary, wherein. The following are their  
7           relationships:  
8            $16 \leq X\_modified\_boundary - X\_original < 32$  and  
9            $16 \leq Y\_modified\_boundary - Y\_original < 32$ .
- 1   23.   The transcoder of claim 2 where in the MIME handler extracts an  
2           image and converts the image to a MPEG encoded image.
- 1   24.   The MIME handler of claim 23 wherein the MIME handler adds a  
2           pixel buffer to the x and y dimension of the MPEG image so that the  
3           MPEG image size in the x and y dimensions is modulo 16.
- 1   25.   The MIME handler method of claim 24 further comprising:  
2           wherein the MIME handler performing s a shape ratio  
3           conversion on the modulo 16 MPEG image data so that  
4           the modulo 16 MPEG image displayed on the client  
5           device display resembles the image as it would appear  
6           when displayed on a personal computer monitor.
- 1   26.   The transcoder method of claim 21 further comprising:



2                    wherein the transcoder converting a cascading style sheet  
3                    (CSS) into an element node tree; and  
4                    transmitting the element node tree to the client device.

1    27.    The transcoder method of claim 21 further comprising:  
2                    providing a client compatible object model for the client  
3                    device.

1    28.    The transcoder method of claim 21 further comprising:  
2                    a MIME handler for extracting HTML image information from  
3                    the content in a MIME handler, wherein the MIME  
4                    handler extracts the image from the content and  
5                    converts the image to a MPEG encoded image, wherein  
6                    the MIME handler adds a pixel buffer to the x and y  
7                    dimension of the MPEG image so that the MPEG  
8                    image size in the x and y dimensions is modulo 16,  
9                    wherein the MIME handler passes the MPEG encoded  
10                  image size information to a Lay Out Engine wherein  
11                  the Lay Out Engine moves images around to avoid  
12                  overlapping text adjacent an image on the client  
13                  display.

1    29.    The MIME handler of claim 28 wherein the MIME handler performs a  
2                    shape ratio conversion on the image data so that the image displayed

3           on the client device resembles the image as it would appear when  
4           displayed on a personal computer monitor.

1   30.    The MIME handler of claim 28, further comprising a client compatible  
2           object model for the client device, wherein the transcoder converts a  
3           cascading style sheet (CSS) into an element node tree and transmits the  
4           element node tree to the client device.

1   31.    The method of claim 21 further comprising:  
2           sending service provider content to the server a head end.

1   32.    The method of claim 21 further comprising:  
2           displaying the positioned MPEG image on the client device to a  
3   user.

1   33.    The method of claim 32 further comprising:  
2           completing an ecommerce transaction between the service  
3           provider and the user.

1   34.    A method for formatting content for display in a distributed computer  
2           system comprising:  
3           receiving content at a server from a service provider containing  
4           an original image;  
5           extracting HTML original image information from the content;

6           passing the original image size information to a Lay Out  
7       Engine;  
8           converting the original image to MPEG format to form an  
9           MPEG image and adding a pixel buffer to an x and y  
10          boundary dimension of the MPEG image, so that an  
11          MPEG image boundary x and y dimension is modulo  
12          16 for layout on the client device display;  
13          calculating the layout of the modulo 16 MPEG image on the  
14          client device display using the modulo 16 image  
15          boundary dimension instead of using the original image  
16          dimensions;  
17          positioning the original image in the Lay Out Engine for  
18          display on a client device display to avoid overlapping  
19          content adjacent the image when displayed on the client  
20          device display; and  
21          sending the positioned image to the client device for display to  
22       a user.

1    35.    The method of claim 34, further comprising:

2           calculating the MPEG image boundaries wherein X\_original  
3           and Y\_original are the original image x and y  
4           dimensions, X\_modified\_boundary and  
5           Y\_modified\_boundary are the dimensions of modified  
6           image boundary, wherein  
7            $16 \leq X\_modified\_boundary - X\_original < 32$  and

8                   16 <= Y\_modified\_boundary - Y\_original < 32.

1   36.   The method of claim 34 further comprising:

2                   performing a shape ratio conversion on the modulo 16 MPEG  
3                   image so that the modulo 16 MPEG image displayed on  
4                   the client device display resembles the image as it  
5                   would appear when displayed on a personal computer  
6                   monitor.

1   37.   The method of claim 34 further comprising:

2                   converting a cascading style sheet (CSS) into an element node  
3                   tree; and  
4                   transmitting the element node tree to the client device.

1   38.   The method of claim 34 further comprising:

2                   sending service provider content from a head end to the server;  
3                   displaying the modulo 16 MPEG image at a user at the client  
4                   device; and  
5                   completing an ecommerce transaction between the service  
6                   provider and the client device user.

1   39.   A method for formatting content for display in a distributed computer  
2                   system comprising:

3                   receiving content at a server from a service provider containing  
4                   an original image;

5 extracting HTML original image information from the content;  
6 passing the original image size information to a Lay Out  
7 Engine;  
8 converting the original image to MPEG format to form an  
9 MPEG image and adding a pixel buffer to an x and y  
10 boundary dimension of the MPEG image, so that an  
11 MPEG image boundary x and y dimension is modulo  
12 16 for layout on the client device display;  
13 calculating the layout of the modulo 16 MPEG image on the  
14 client device display using the modulo 16 image  
15 boundary dimension instead of using the original image  
16 dimensions, wherein X\_original and Y\_original are the  
17 original image x and y dimensions,  
18 X\_modified\_boundary and Y\_modified\_boundary are  
19 the dimensions of modified image boundary, wherein  
20  $16 \leq X\_modified\_boundary - X\_original < 32$  and  
21  $16 \leq Y\_modified\_boundary - Y\_original < 32$ ;  
22 positioning the original image in the Lay Out Engine for  
23 display on a client device display to avoid overlapping  
24 content adjacent the image when displayed on the client  
25 device display;  
26 sending the positioned image to the client device for display to  
27 a user;  
28 converting a cascading style sheet (CSS) into an element node  
29 tree; and

30 transmitting the element node tree to the client device.

1 40. The method of claim 39 further comprising:

2 sending the service provider content from a head end to the  
3 server; and  
4 completing an ecommerce transaction between the service  
5 provider and the client device user.

1 41. A method for formatting content for display in an interactive television  
2 system comprising:

3 receiving content at a server from a service provider containing  
4 an original image;  
5 extracting HTML original image information from the content;  
6 passing the original image size information to a Lay Out  
7 Engine;  
8 positioning the original image in the Lay Out Engine for  
9 display on a client device display to avoid overlapping  
10 content adjacent the image when displayed on the client  
11 device display; and  
12 sending the positioned image to the client device.

1 42. The method of claim 41 further comprising:

2 prior to positioning the image for display on the client device  
3 display, converting the original image to MPEG format  
4 to form an MPEG image and adding a pixel buffer to an

5                   x and y boundary dimension of the MPEG image, so  
6                   that an MPEG image boundary x and y dimension is  
7                   modulo 16 for layout on the client device display.

1    43.    The method of claim 42, further comprising:  
2            calculating the layout of the modulo 16 MPEG image on the  
3            client device display using the modulo 16 image  
4            boundary dimension instead of using the original image  
5            dimensions.

1    44.    The method of claim 43, further comprising:  
2            calculating the MPEG image boundaries wherein X\_original  
3            and Y\_original are the original image x and y  
4            dimensions, X\_modified\_boundary and  
5            Y\_modified\_boundary are the dimensions of modified  
6            image boundary, wherein  
7             $16 \leq X\_modified\_boundary - X\_original < 32$  and  
8             $16 \leq Y\_modified\_boundary - Y\_original < 32$ .

1    45.    The method of claim 41 further comprising:  
2            performing a shape ratio conversion on the modulo 16 MPEG  
3            image so that the modulo 16 MPEG image displayed on  
4            the client device display resembles the image as it  
5            would appear when displayed on a personal computer  
6            monitor.

1    46.    The method of claim 41 further comprising:  
2                    converting a cascading style sheet (CSS) into an element node  
3            tree; and  
4                    transmitting the element node tree to the client device.

1    47.    The method of claim 41 further comprising:  
2                    providing a client compatible object model for the client  
3            device.

1    48.    The method of claim 41 further comprising:  
2                    extracting HTML image information from the content in a  
3                    MIME handler, wherein the MIME handler extracts the  
4                    image from the content and converts the image to a  
5                    MPEG encoded image, wherein the MIME handler  
6                    adds a pixel buffer to the x and y dimension of the  
7                    MPEG image so that the MPEG image size in the x and  
8                    y dimensions is modulo 16, wherein the MIME handler  
9                    passes the MPEG encoded image size information to a  
10                  Lay Out Engine wherein the Lay Out Engine moves  
11                  images around to avoid overlapping text adjacent an  
12                  image on the client display.

1    49.    The MIME handler of claim 48 wherein the MIME handler performs a  
2                  shape ratio conversion on the image data so that the image displayed



3           on the client device resembles the image as it would appear when  
4           displayed on a personal computer monitor.

1   50.    The MIME handler of claim 48, further comprising a client compatible  
2           object model for the client device, wherein the transcoder converts a  
3           cascading style sheet (CSS) into an element node tree and transmits the  
4           element node tree to the client device.

1   51.    The method of claim 41 further comprising:  
2                 sending service provider content to the server a head end.

1   52.    The method of claim 41 further comprising:  
2                 displaying the positioned MPEG image on the client device to a  
3   user.

1   53.    The method of claim 52 further comprising:  
2                 completing an ecommerce transaction between the service  
3                 provider and the user.

1   54.    A method for formatting content for display in an interactive television  
2           system comprising:  
3                 receiving content at a server from a service provider containing  
4                 an original image;  
5                 extracting HTML original image information from the content;

6           passing the original image size information to a Lay Out  
7       Engine;  
8           converting the original image to MPEG format to form an  
9           MPEG image and adding a pixel buffer to an x and y  
10          boundary dimension of the MPEG image, so that an  
11          MPEG image boundary x and y dimension is modulo  
12          16 for layout on the client device display;  
13          calculating the layout of the modulo 16 MPEG image on the  
14          client device display using the modulo 16 image  
15          boundary dimension instead of using the original image  
16          dimensions;  
17          positioning the original image in the Lay Out Engine for  
18          display on a client device display to avoid overlapping  
19          content adjacent the image when displayed on the client  
20          device display; and  
21          sending the positioned image to the client device for display to  
22       a user.

1   55.    The method of claim 54, further comprising:  
2           calculating the MPEG image boundaries wherein X\_original  
3           and Y\_original are the original image x and y  
4           dimensions, X\_modified\_boundary and  
5           Y\_modified\_boundary are the dimensions of modified  
6           image boundary, wherein  
7            $16 \leq X\_modified\_boundary - X\_original < 32$  and

8                   16 <= Y\_modified\_boundary - Y\_original < 32.

1   56.   The method of claim 54 further comprising:

2                   performing a shape ratio conversion on the modulo 16 MPEG  
3                   image so that the modulo 16 MPEG image displayed on  
4                   the client device display resembles the image as it  
5                   would appear when displayed on a personal computer  
6                   monitor.

1   57.   The method of claim 54 further comprising:

2                   converting a cascading style sheet (CSS) into an element node  
3                   tree; and  
4                   transmitting the element node tree to the client device.

1   58.   The method of claim 54 further comprising:

2                   sending service provider content from a head end to the server;  
3                   displaying the modulo 16 MPEG image at a user at the client  
4                   device; and  
5                   completing an ecommerce transaction between the service  
6                   provider and the client device user.

1   59.   A method for formatting content for display in an interactive television  
2                   system comprising:

3                   receiving content at a server from a service provider containing  
4                   an original image;

5 extracting HTML original image information from the content;  
6 passing the original image size information to a Lay Out  
7 Engine;  
8 converting the original image to MPEG format to form an  
9 MPEG image and adding a pixel buffer to an x and y  
10 boundary dimension of the MPEG image, so that an  
11 MPEG image boundary x and y dimension is modulo  
12 16 for layout on the client device display;  
13 calculating the layout of the modulo 16 MPEG image on the  
14 client device display using the modulo 16 image  
15 boundary dimension instead of using the original image  
16 dimensions, wherein X\_original and Y\_original are the  
17 original image x and y dimensions,  
18 X\_modified\_boundary and Y\_modified\_boundary are  
19 the dimensions of modified image boundary, wherein  
20  $16 \leq X\_modified\_boundary - X\_original < 32$  and  
21  $16 \leq Y\_modified\_boundary - Y\_original < 32$ ;  
22 positioning the original image in the Lay Out Engine for  
23 display on a client device display to avoid overlapping  
24 content adjacent the image when displayed on the client  
25 device display;  
26 sending the positioned image to the client device for display to  
27 a user;  
28 converting a cascading style sheet (CSS) into an element node  
29 tree; and

30 transmitting the element node tree to the client device.

1 60. The method of claim 59 further comprising:

2 sending the service provider content from a head end to the  
3 server; and

4 completing an ecommerce transaction between the service  
5 provider and the client device user.

1 61. An apparatus for formatting content for display in an interactive  
2 television system comprising:

3 a server for receiving content at a server from a service  
4 provider containing an original image;

5 an extraction component for extracting HTML original image  
6 information from the content and passing the original  
7 image size information to a Lay Out Engine;

8 a positioning component for positioning the original image in  
9 the Lay Out Engine for display on a client device  
10 display to avoid overlapping content adjacent the image  
11 when displayed on the client device display; and  
12 a communication component for sending the positioned image  
13 to the client device.

1 62. The apparatus of claim 61 further comprising:

2 a conversion component for prior to positioning the image for  
3 display on the client device display, converting the

4 original image to MPEG format to form an MPEG  
5 image and adding a pixel buffer to an x and y boundary  
6 dimension of the MPEG image, so that an MPEG  
7 image boundary x and y dimension is modulo 16 for  
8 layout on the client device display.

1 63. The apparatus of claim 62, further comprising:  
2 a calculation component for calculating the layout of the  
3 modulo 16 MPEG image on the client device display  
4 using the modulo 16 image boundary dimension instead  
5 of using the original image dimensions.

1 64. The apparatus of claim 63, wherein the calculation component further  
2 comprises a component for calculating the MPEG image boundaries  
3 wherein  $X\_original$  and  $Y\_original$  are the original image x and y  
4 dimensions,  $X\_modified\_boundary$  and  $Y\_modified\_boundary$  are the  
5 dimensions of modified image boundary, wherein  
6  $16 \leq X\_modified\_boundary - X\_original < 32$  and  
7  $16 \leq Y\_modified\_boundary - Y\_original < 32$ .

1 65. The apparatus of claim 61 further comprising:  
2 a shape ratio conversion component for performing a shape  
3 ratio conversion on the modulo 16 MPEG image so that  
4 the modulo 16 MPEG image displayed on the client

5 device display resembles the image as it would appear  
6 when displayed on a personal computer monitor.

1 66. The apparatus of claim 61 further comprising:  
2 a cascading style sheet (CSS) conversion component for  
3 converting a CSS into an element node tree and  
4 transmitting the element node tree to the client device.

1 67. The apparatus of claim 61 further comprising:  
2 a client compatible object model for the client device.

1 68. The apparatus of claim 61 further comprising:  
2 an extraction component for extracting a HTML image  
3 information from the content in a MIME handler,  
4 wherein the MIME handler extracts the image from the  
5 content and converts the image to a MPEG encoded  
6 image, wherein the MIME handler adds a pixel buffer  
7 to the x and y dimension of the MPEG image so that  
8 the MPEG image size in the x and y dimensions is  
9 modulo 16, wherein the MIME handler passes the  
10 MPEG encoded image size information to a Lay Out  
11 Engine wherein the Lay Out Engine moves images  
12 around to avoid overlapping text adjacent an image on  
13 the client display.

1    69.    The apparatus of claim 68, wherein the MIME handler performs a  
2            shape ratio conversion on the image data so that the image displayed  
3            on the client device resembles the image as it would appear when  
4            displayed on a personal computer monitor.

1    70.    The apparatus of claim 68 further comprising:  
2            a client compatible object model for the client device, wherein  
3            the transcoder converts a cascading style sheet (CSS)  
4            into an element node tree and transmits the element  
5            node tree to the client device.

1    71.    The apparatus of claim 61 further comprising:  
2            wherein the service provider content is sent to the server from a  
3    head end.

1    72.    The method of claim 61 further comprising:  
2            a client device display for displaying the positioned MPEG  
3            image on the client device to a user.

1    73.    The apparatus of claim 72 wherein the element of an ecommerce  
2            transaction between the service provider and the user is displayed to  
3            the user.

1    74.    An apparatus for formatting content for display in an interactive  
2            television system comprising:



3 a server for receiving content at a server from a service  
4 provider containing an original image;  
5 an extraction component for extracting HTML original image  
6 information from the content and passing the original  
7 image size information to a Lay Out Engine;  
8 a conversion component for converting the original image to  
9 MPEG format to form an MPEG image and adding a  
10 pixel buffer to an x and y boundary dimension of the  
11 MPEG image, so that an MPEG image boundary x and  
12 y dimension is modulo 16 for layout on the client  
13 device display;  
14 a calculation component for calculating the layout of the  
15 modulo 16 MPEG image on the client device display  
16 using the modulo 16 image boundary dimension instead  
17 of using the original image dimensions; and  
18 a positioning component for positioning the original image in  
19 the Lay Out Engine for display on a client device  
20 display to avoid overlapping content adjacent the image  
21 when displayed on the client device display and  
22 sending the positioned image to the client device for display to  
23 a user.

1 75. The apparatus of claim 74, the calculation component further  
2 comprising:

3 a component for calculating the MPEG image boundaries  
4 wherein  $X\_original$  and  $Y\_original$  are the original  
5 image x and y dimensions,  $X\_modified\_boundary$  and  
6  $Y\_modified\_boundary$  are the dimensions of modified  
7 image boundary, wherein  
8  $16 \leq X\_modified\_boundary - X\_original < 32$  and  
9  $16 \leq Y\_modified\_boundary - Y\_original < 32$ .

1 76. The method of claim 74 further comprising:  
2 a shape ratio conversion component for performing a shape  
3 ratio conversion on the modulo 16 MPEG image so that  
4 the modulo 16 MPEG image displayed on the client  
5 device display resembles the image as it would appear  
6 when displayed on a personal computer monitor.

1 77. The apparatus of claim 74 further comprising:  
2 a cascading style sheet (CSS) conversion component for  
3 converting a CSS into an element node tree; and  
4 a transmission component for transmitting the element node  
5 tree to the client device.

1 78. The method of claim 74 further comprising:  
2 a head end for sending service provider content to the server;  
3 a client device display for displaying the modulo 16 MPEG  
4 image at a user at the client device and completing an

5                   ecommerce transaction between the service provider  
6                   and the client device user.

1    79.    A apparatus for formatting content for display in an interactive  
2           television system comprising:

3                   a server for receiving content at a server from a service  
4                   provider containing an original image;  
5                   an extraction component for extracting HTML original image  
6                   information from the content and passing the original  
7                   image size information to a Lay Out Engine, wherein a  
8                   conversion component in the Lay Out Engine converts  
9                   the original image to MPEG format to form an MPEG  
10                  image and adding a pixel buffer to an x and y boundary  
11                  dimension of the MPEG image, so that an MPEG  
12                  image boundary x and y dimension is modulo 16 for  
13                  layout on the client device display and calculate the  
14                  layout of the modulo 16 MPEG image on the client  
15                  device display using the modulo 16 image boundary  
16                  dimension instead of using the original image  
17                  dimensions, wherein  $X_{original}$  and  $Y_{original}$  are the  
18                  original image x and y dimensions,  
19                   $X_{modified\_boundary}$  and  $Y_{modified\_boundary}$  are  
20                  the dimensions of modified image boundary, wherein  
21                   $16 \leq X_{modified\_boundary} - X_{original} < 32$  and  $16$   
22                   $\leq Y_{modified\_boundary} - Y_{original} < 32$ ;

23 a positioning component for positioning the modulo 16 MPEG  
24 image in the Lay Out Engine for display on a client  
25 device display to avoid overlapping content adjacent  
26 the image when displayed on the client device display;  
27 sending the positioned modulo 16 MPEG image to the client  
28 device for display to a user;  
29 a cascading style sheet (CSS) conversion component for  
30 converting a CSS into an element node tree; and  
31 a transmission component for transmitting the element node  
32 tree to the client device.

1 80. The apparatus of claim 79 further comprising:

2 a head end for sending the service provider content to the  
3 server, wherein an ecommerce transaction between the  
4 service provider and the client device user is facilitated.

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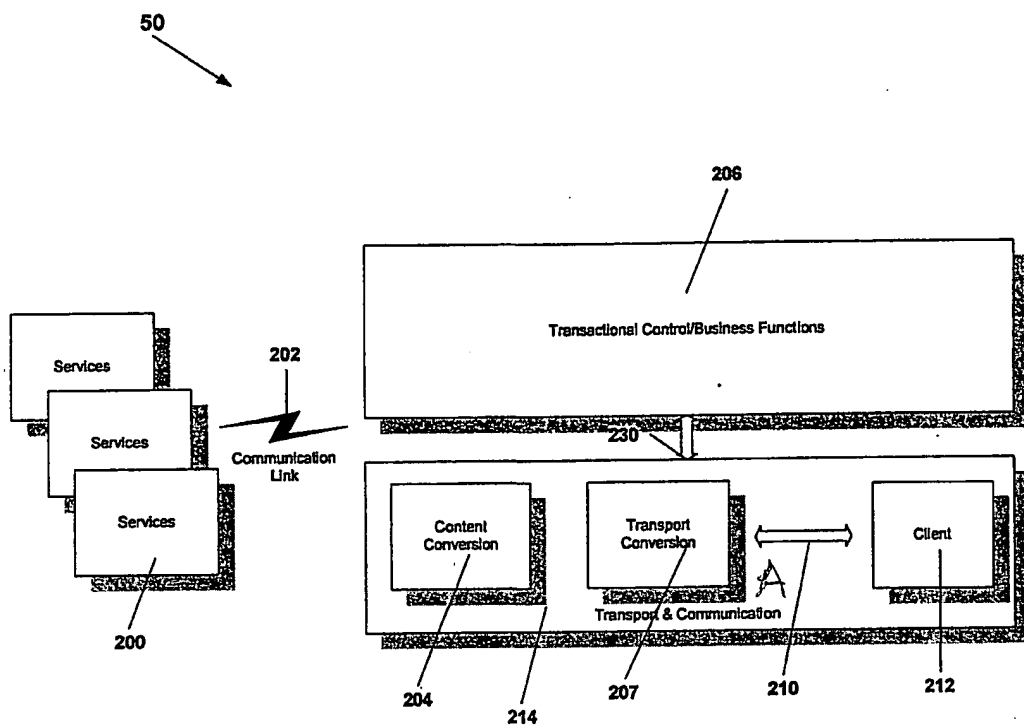


Figure 1

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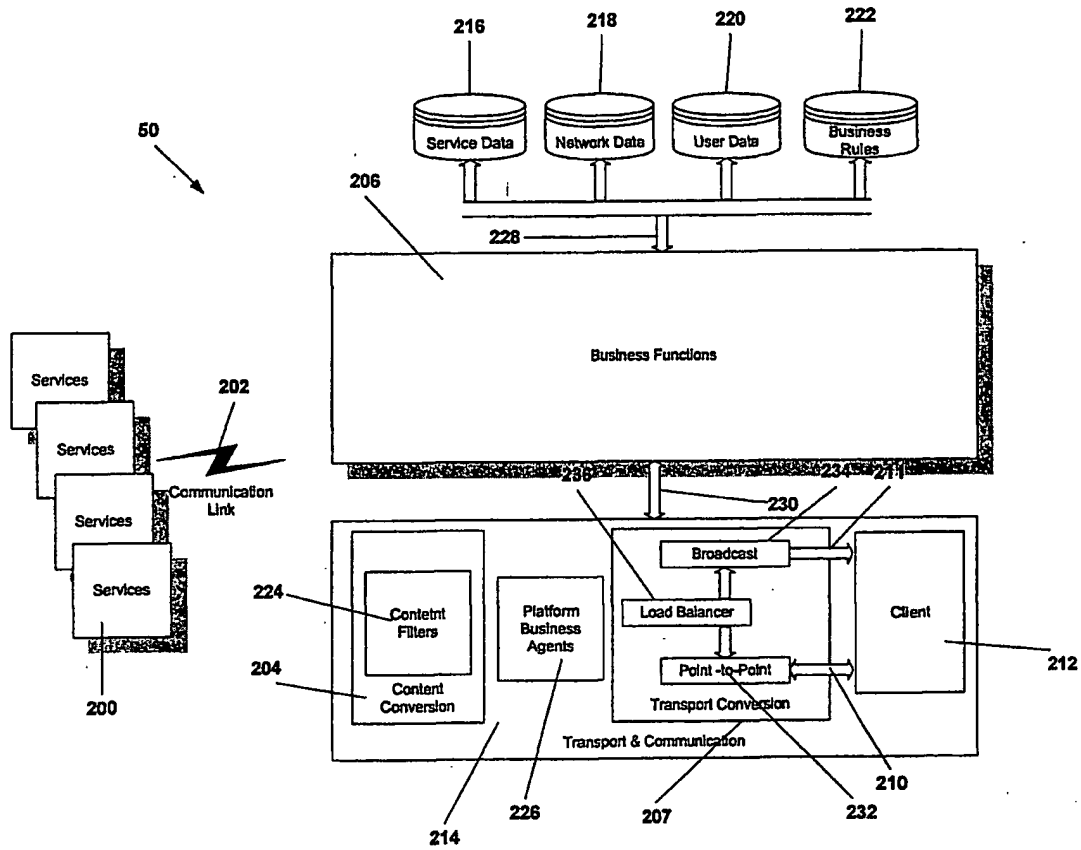


Figure 2

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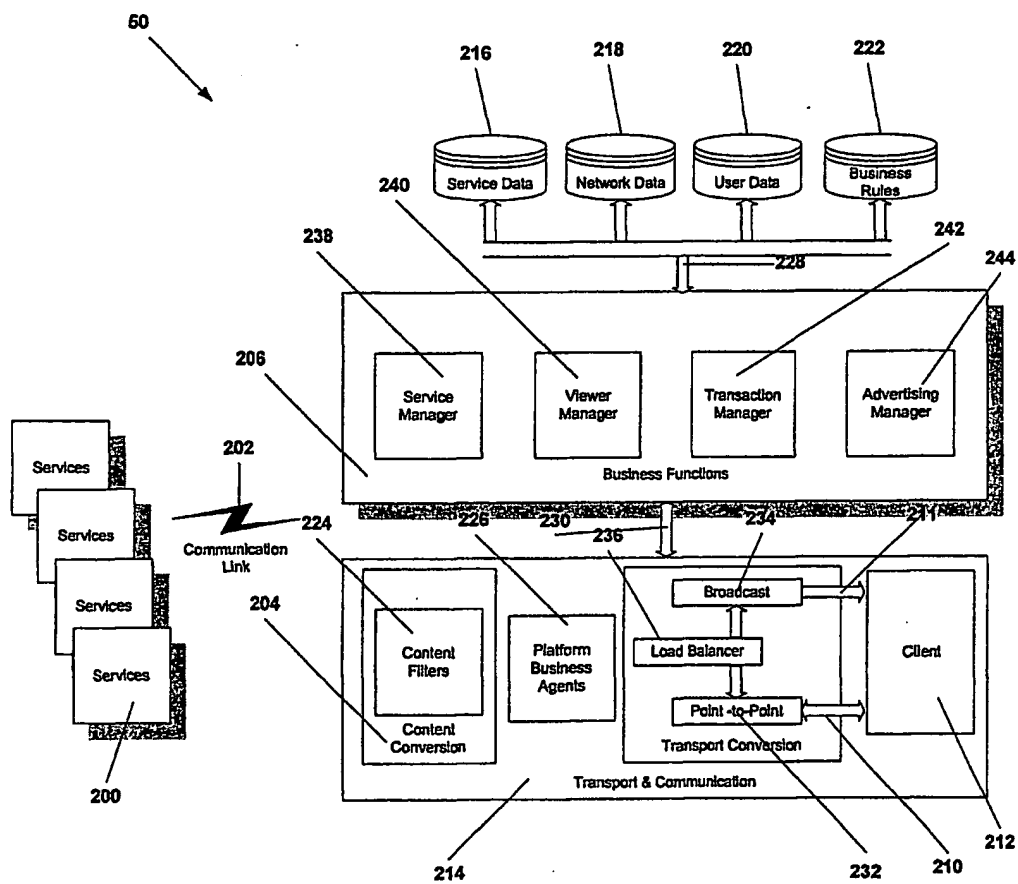


Figure 3

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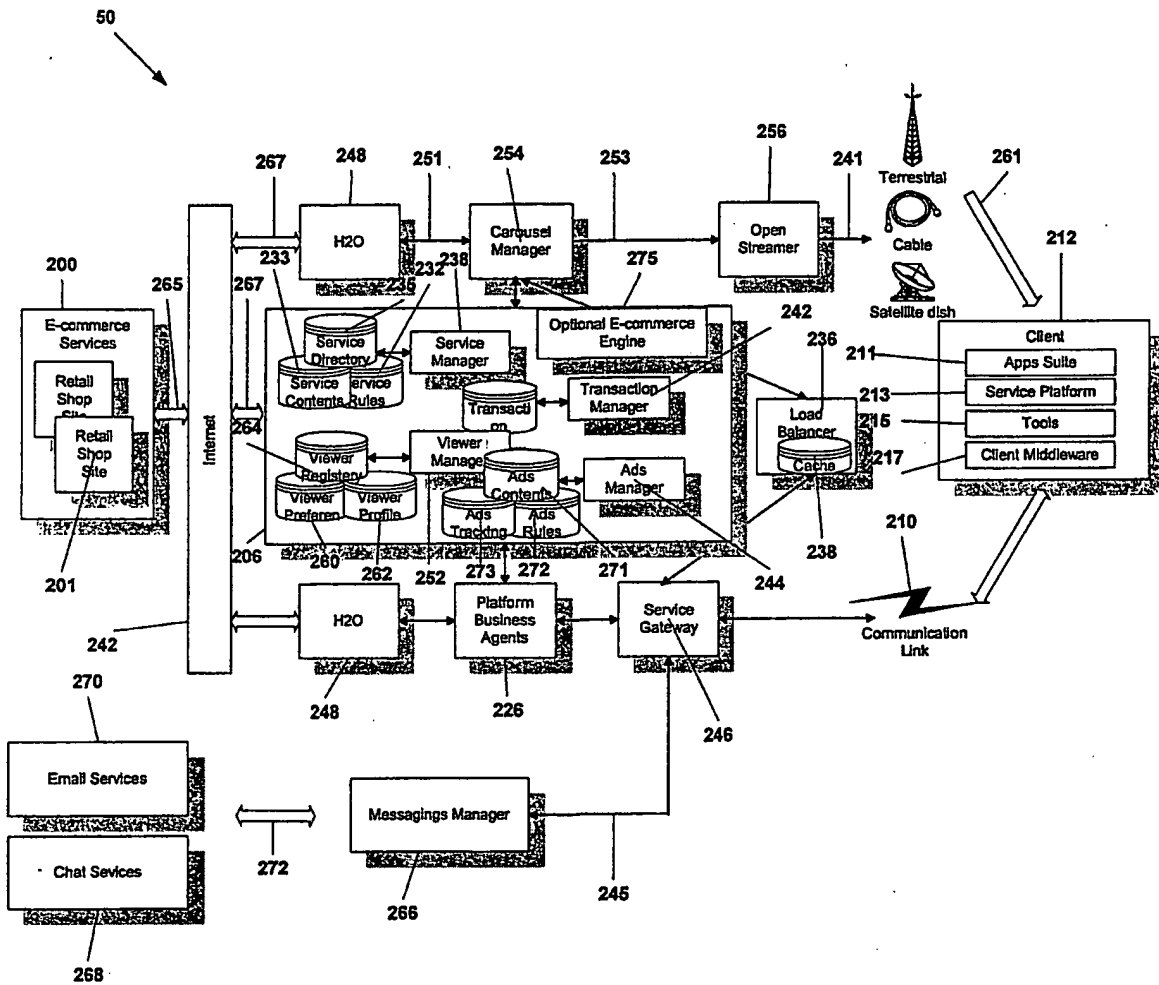


Figure 4



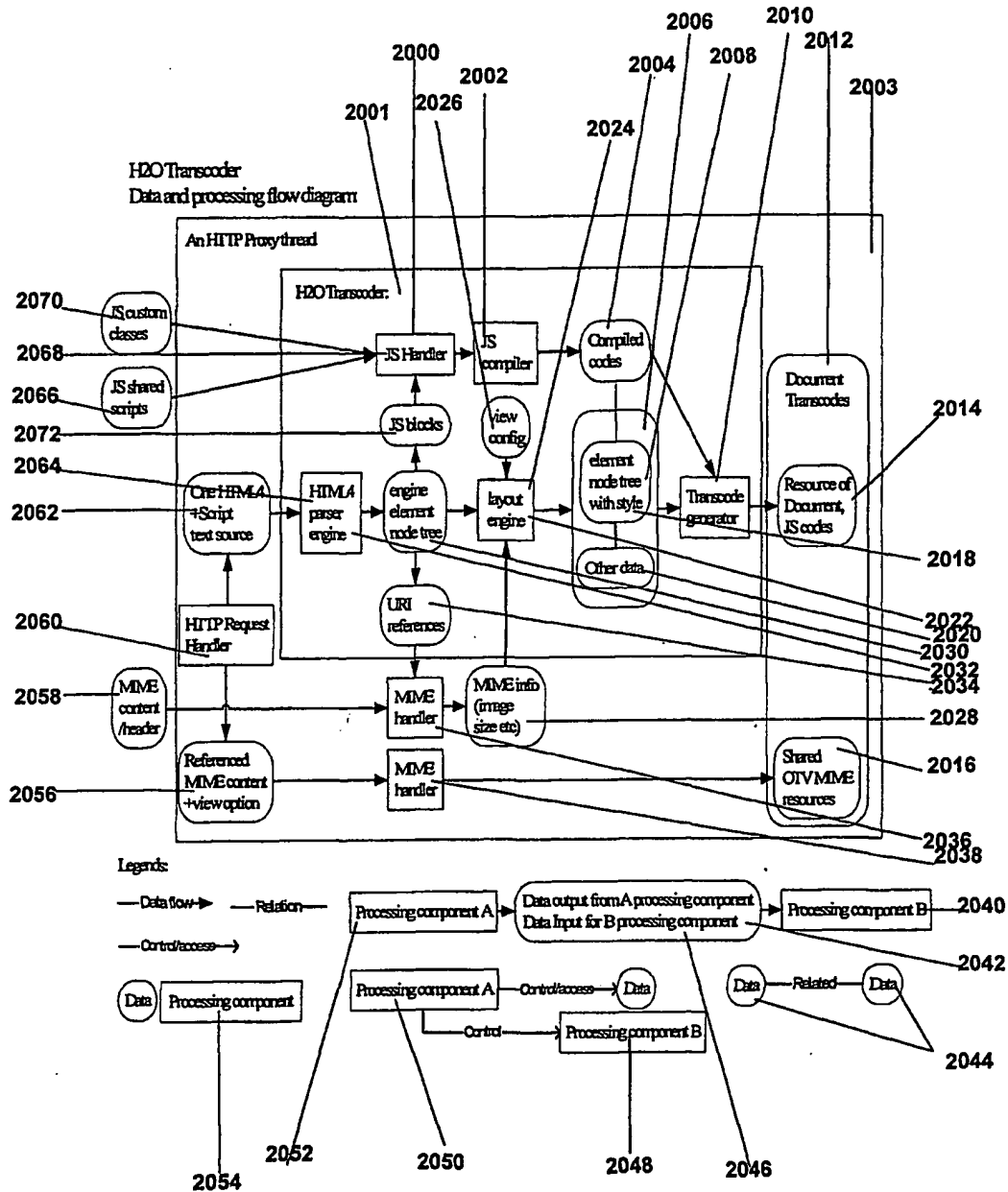
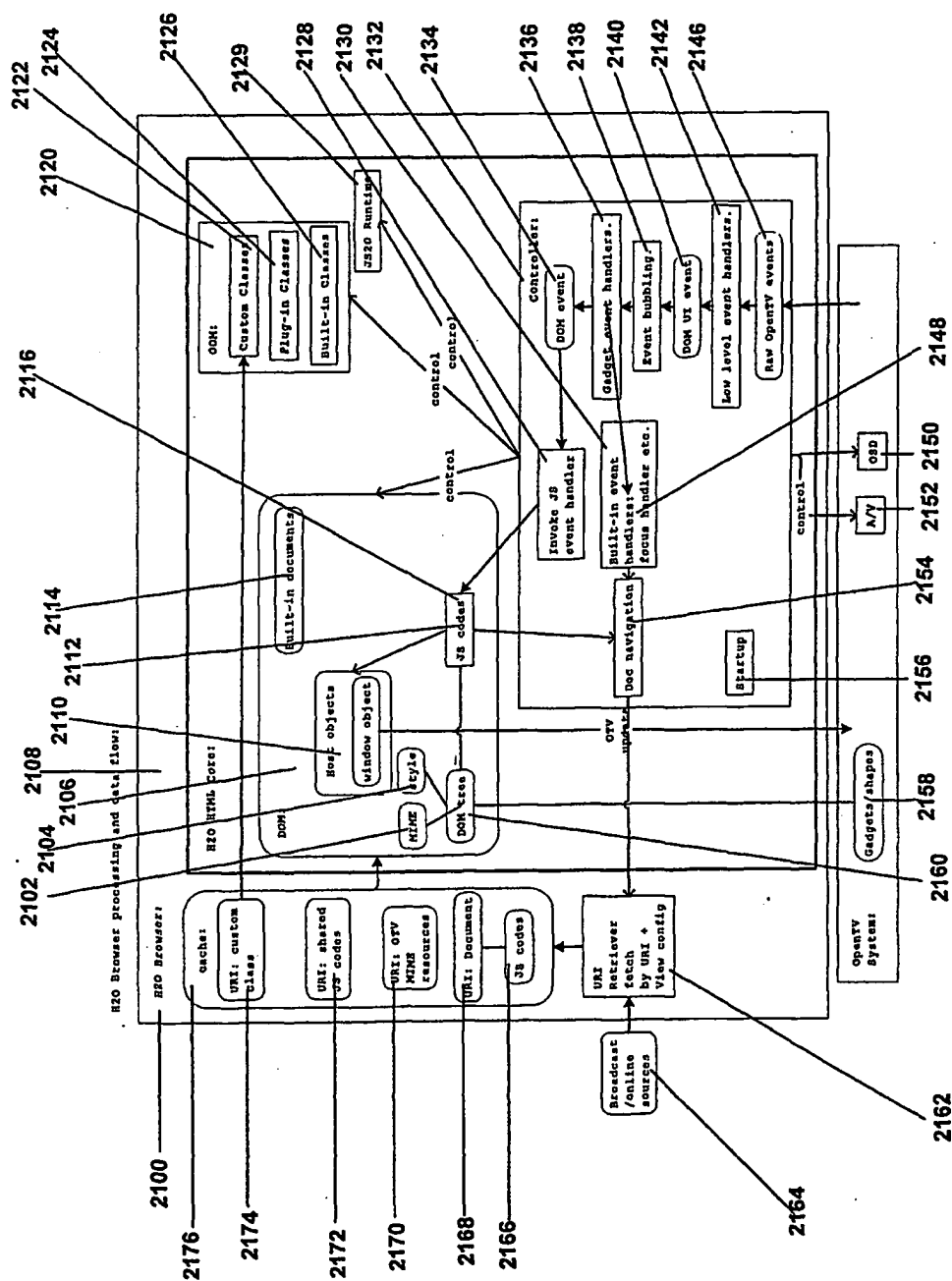


Figure 5



### Figure 6

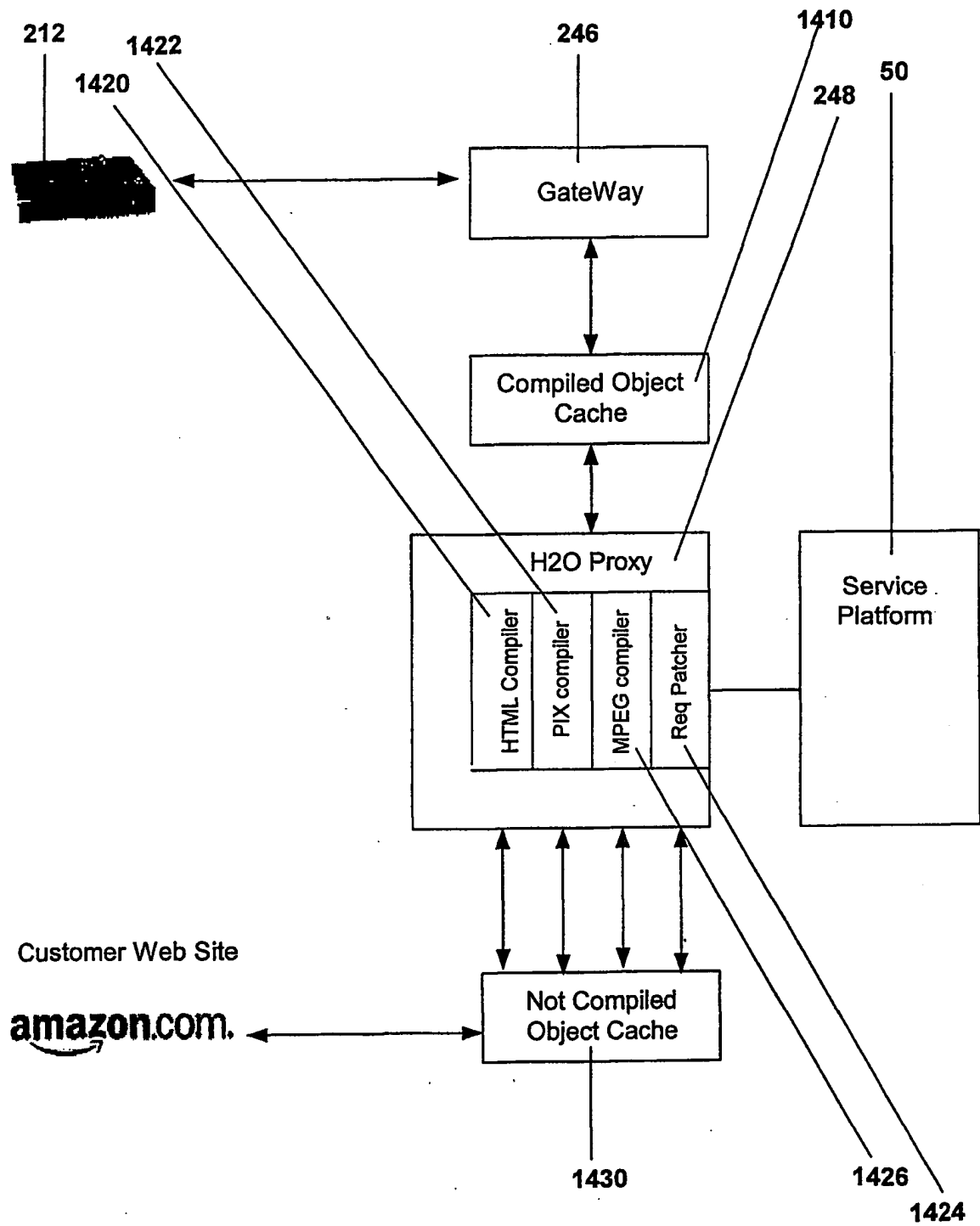


Figure 7

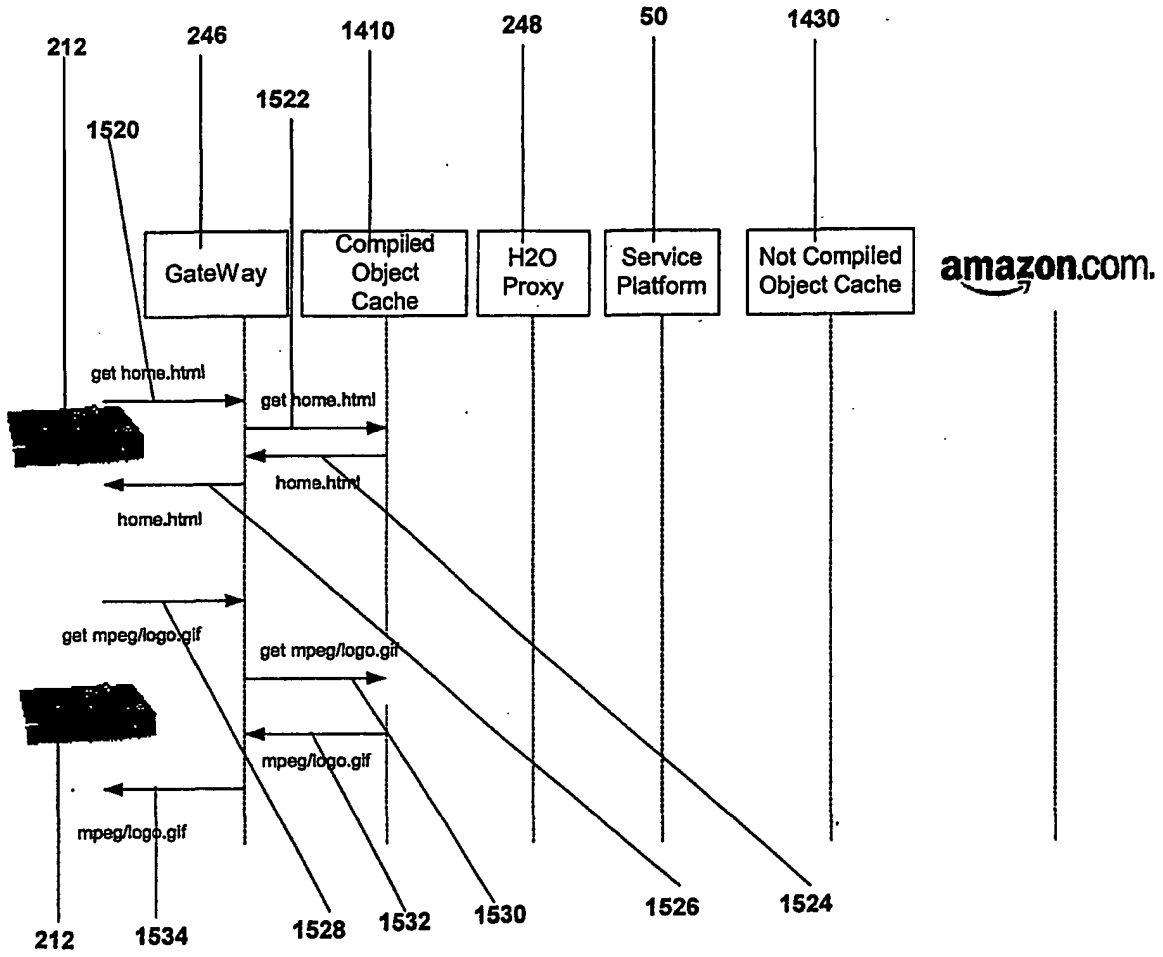


Figure 8

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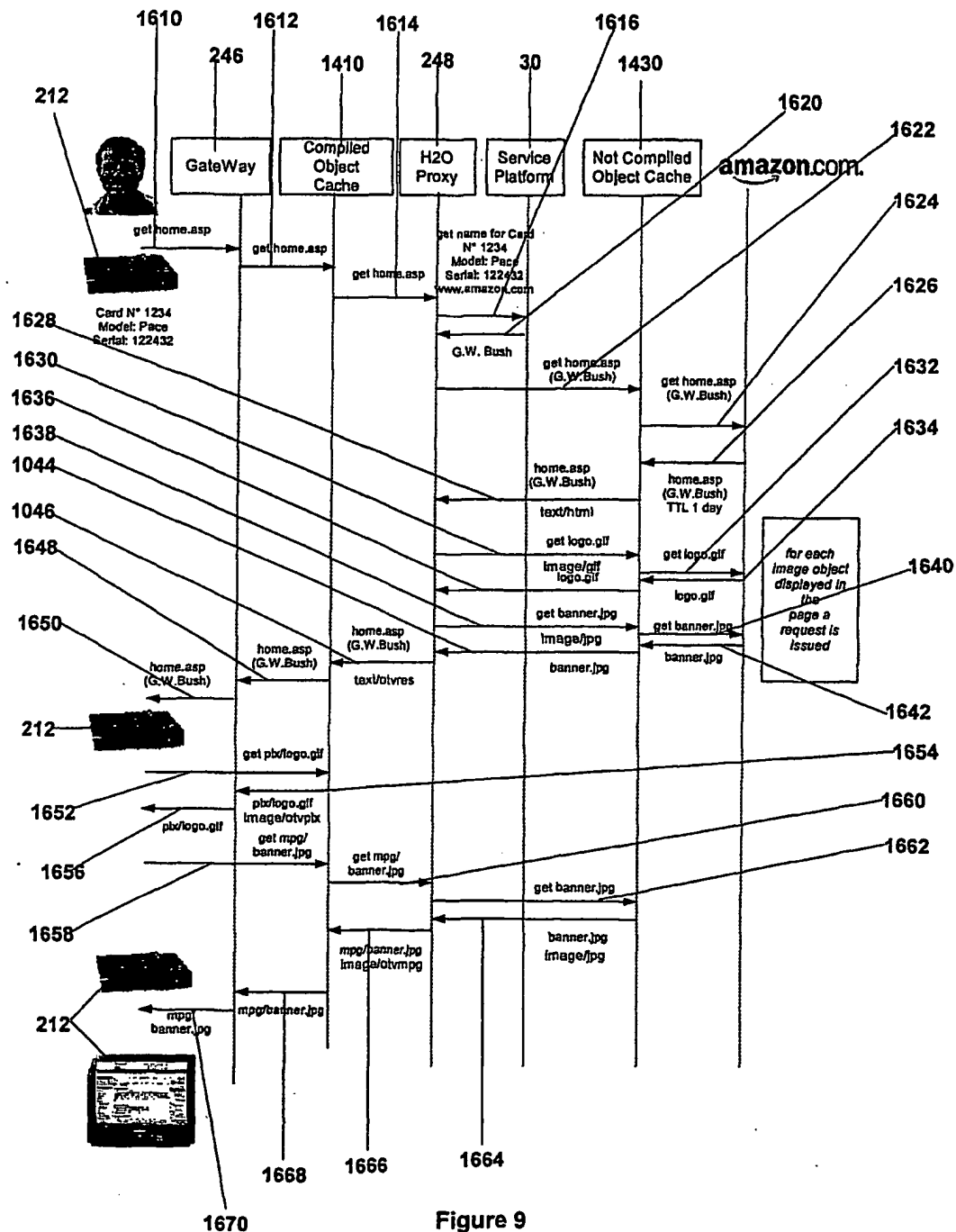


Figure 9

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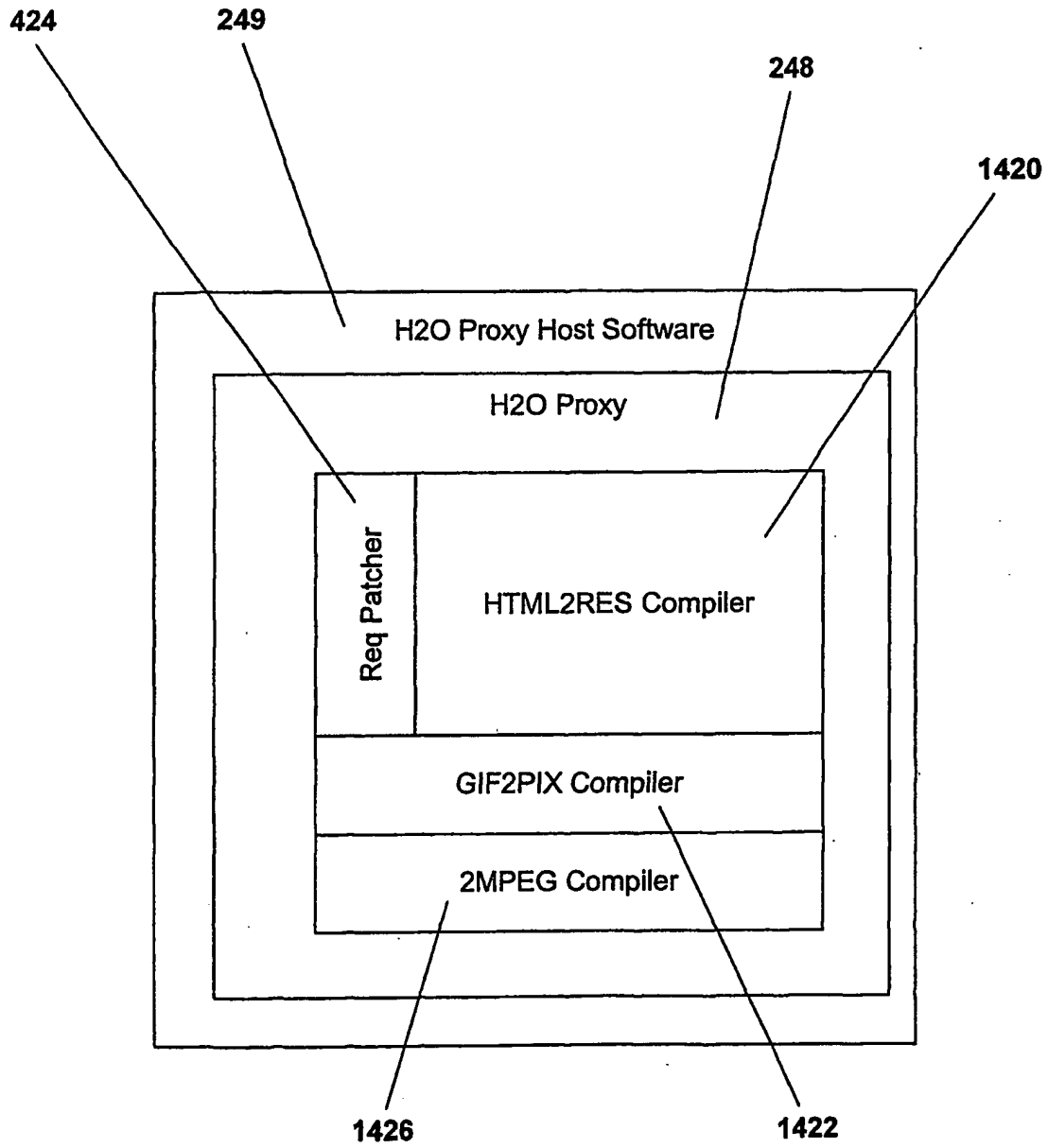


Figure 10

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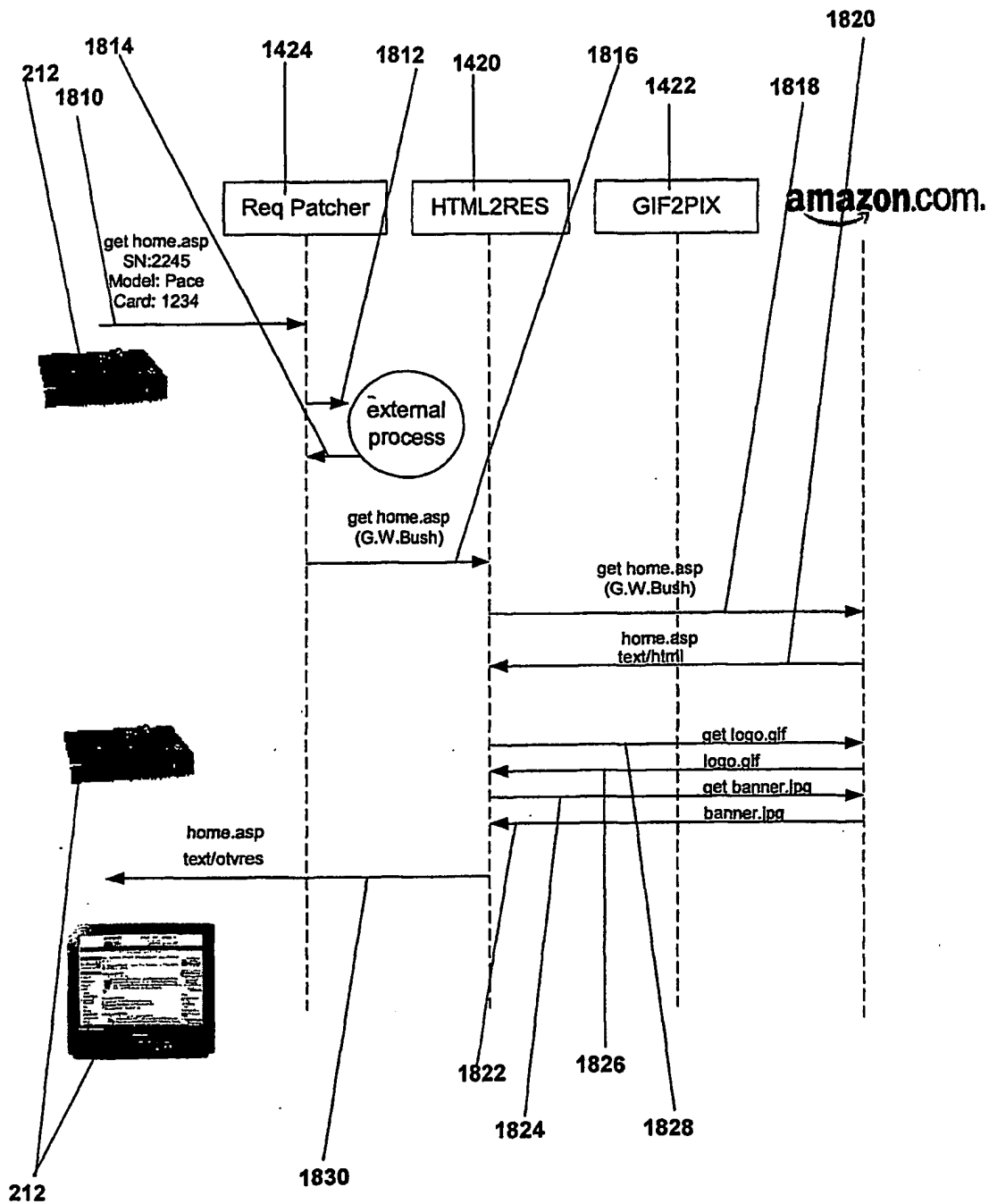


Figure 11

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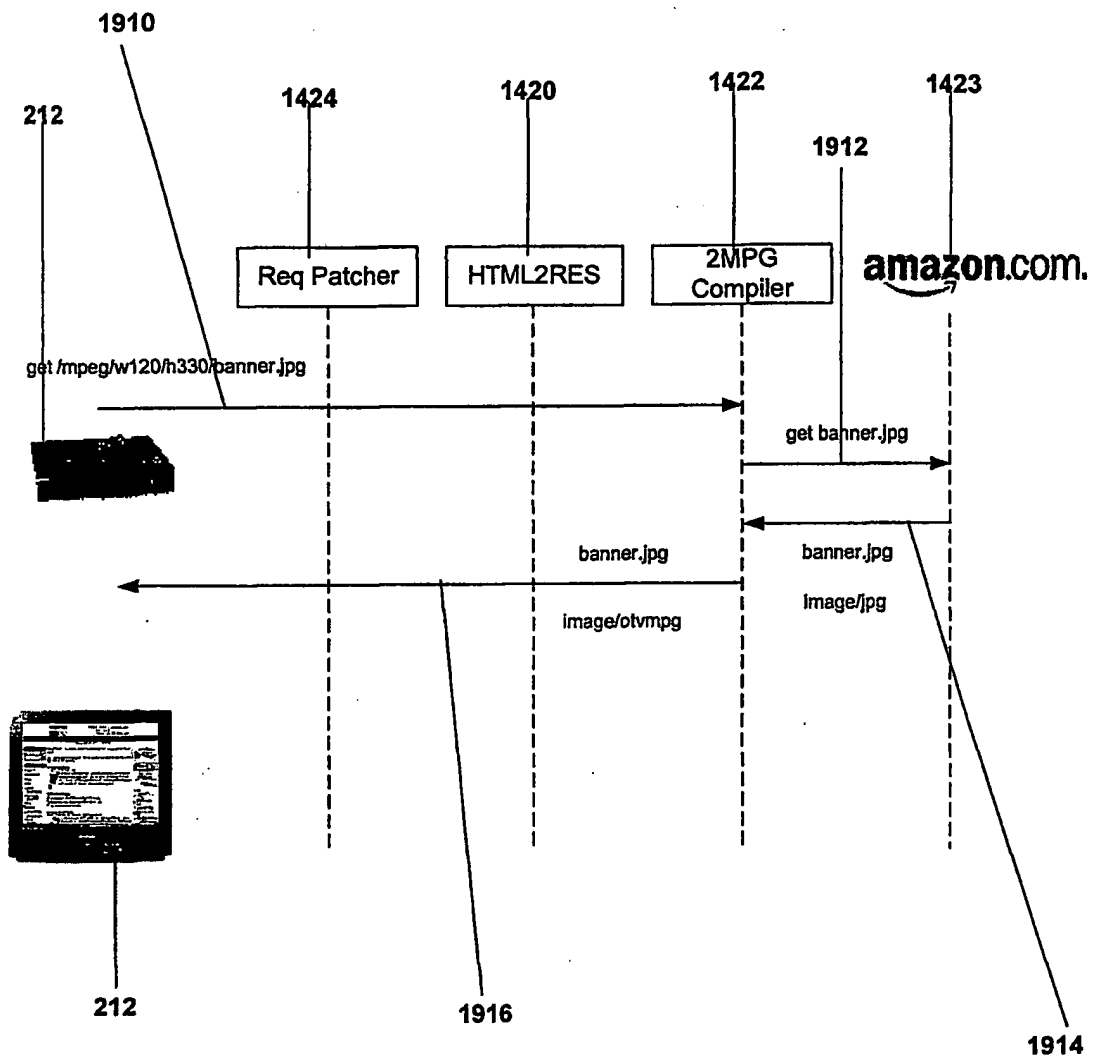


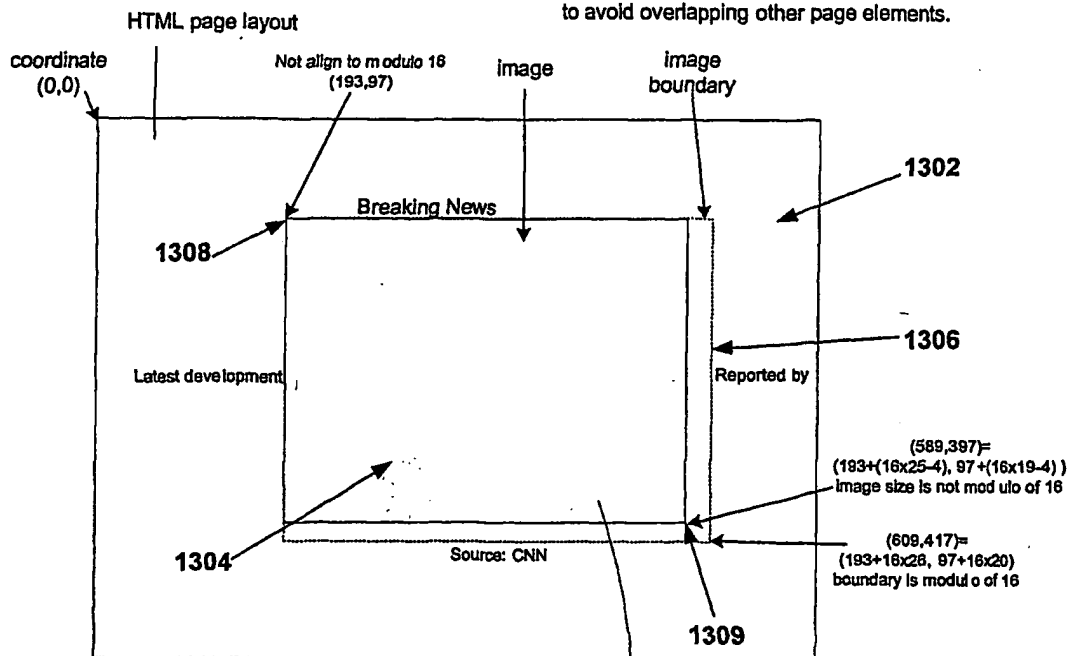
Figure 12



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## 1. Layout in Transcoder:

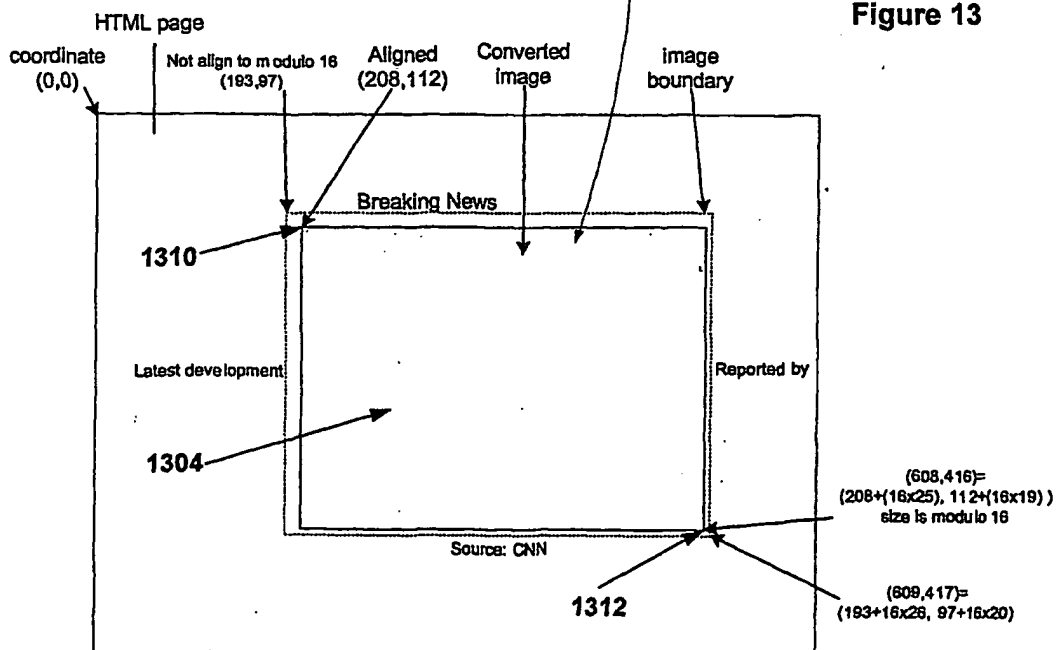
The origin of boundary have to conform to layout rule and not guaranteed to be modulo of 16, While the origin and size of displayed image has to be modulo 16, it need an enlarged boundary to avoid overlapping other page elements.



## 2. Presentation in Client Device:

Expand mpeg size to modulo 16

Figure 13



(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
15 August 2002 (15.08.2002)

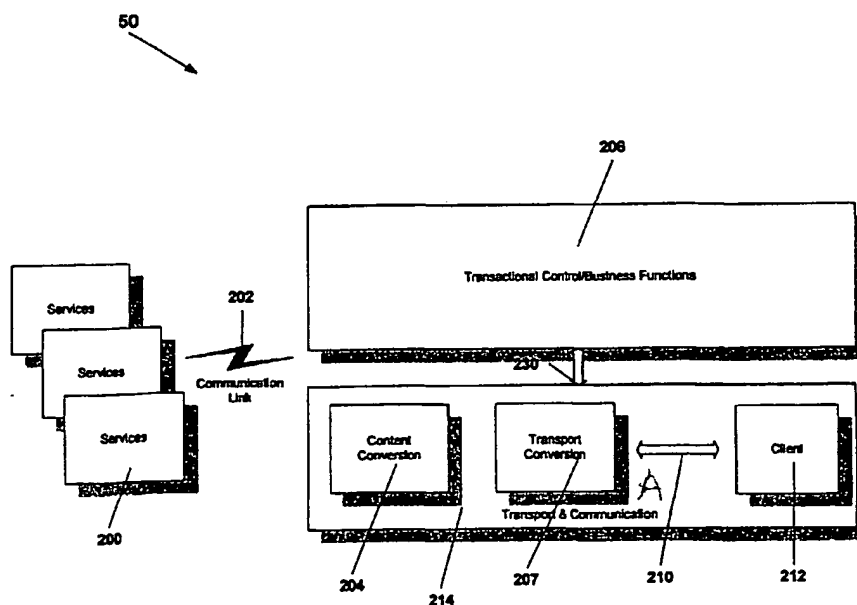
PCT

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- (71) Applicant: OPENTV, INC. [US/US]; 401 East Middlefield Road, Mountain View, CA 94043-4005 (US).
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- Published:  
— with international search report

[Continued on next page]

(54) Title: A METHOD AND APPARATUS FOR REFORMATTING OF CONTENT FOR DISPLAY ON INTERACTIVE TELEVISION



(57) Abstract: A method and apparatus for presenting a variety of content from a multitude of sources broadcast from a head end server to a client device. The broadcast content comprises HTML input from broadcast, cache, the internet or other sources is processed by a layout engine for image positioning to avoid overlapping and shaped for appearance on a client device. The image is transferred to a client device in a client compatible code for presentation to a user on a client device.



(88) Date of publication of the international search report:  
5 December 2002

*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

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Int. nat. Application No.

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Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

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## C. DOCUMENTS CONSIDERED TO BE RELEVANT

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| C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT |  |   |
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Information on patent family members

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